

CHEMIST & DRUGGIST

The newsweekly for pharmacy

April 6, 1985

a Benn publication

Sixteen stand
in Council
election

Stock shortage
biggest 'list'
problem so far

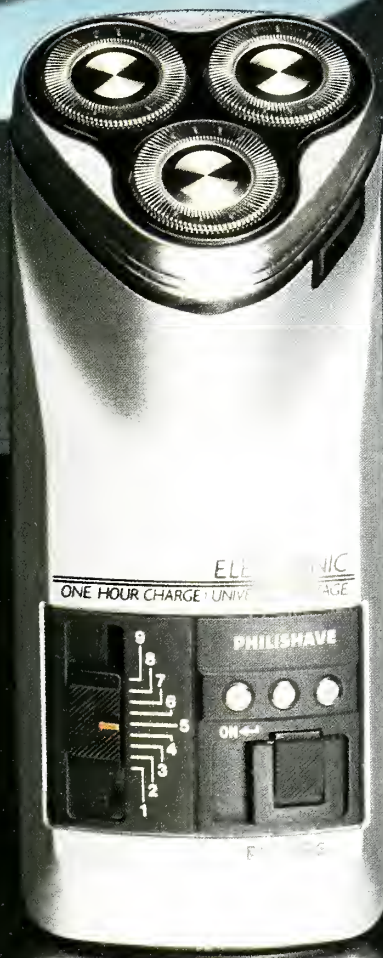
PSNI against
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Vestric launch
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Revlon revamp
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SPECIAL FEATURE

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COMMENT

Prime Minister Margaret Thatcher certainly seems to have been impressed by her recent trip to Washington. There she was told

that the American economy had created 20 million jobs over the past 15 years — nine out of ten in companies employing fewer than 100 people. It's been all go on the UK small business front ever since.

First came Chancellor Nigel Lawson's "Budget for jobs". Now the dust has settled, we conclude that his measures pointed in the right direction, but failed to travel very far. His changes to the National Insurance system will certainly be welcomed by the self-employed, and may go some way towards improving employment prospects for the young and the unskilled. But is any employer likely to take on an extra youngster at £90 a week, simply because the Budget makes it £1.31 a week cheaper for him to do so?

Even the toughest employers are concerned by Mr Lawson's plans for wages councils.

The Government is also pinning its hopes on the recently-published "red tape" report, together with a streamlining of their business assistance schemes. The report's conclusions

are to be welcomed, as are any moves to cut down the mountain of paperwork faced by small businessmen.

Making Government support schemes easier to understand is also a good — if overdue — idea. The Department of Trade's own research, of a couple of years ago, showed not even accountants and bank managers could find their way round the old system.

Last, we have imminent changes to the law on Sunday trading, also seen as a way of creating jobs.

But will this activity work? There is some support for the Cabinet in figures just released by the European Commission. They show that firms employing less than 20 staff accounted for 13 per cent of total employment in 1971, and for over 30 per cent ten years later. The four years between 1980 and 1983 saw the birth of some 646,000 small businesses. But there were also 534,000 "deaths" — and retailing proved to be the most vulnerable section of all.

The message to Government from Britain's small businessmen must be "Thanks very much for the improvements of the past few weeks — but don't stop there".

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Benn

Sixteen stand in Council elections

Sixteen candidates are standing for election to the Pharmaceutical Society's Council.

Two current members are retiring and not seeking re-election. They are the Society's treasurer, Jock Kerr, a community pharmacist from Newcastle-upon-Tyne, and Thomas Owen, a retired community pharmacist.

Members seeking re-election are the president, Dr D. Hopkin Maddock, a community pharmacist from Cornwall, and two past presidents — John Balmford, a community pharmacist from Lichfield, Staffs, and David Sharpe, a community pharmacist from North London — together with Philip Hunt, a community pharmacist from Bristol and David Knowles, district pharmaceutical officer, Exeter.

Other Council candidates are Allan Asher, a community pharmacist, South Woodford; Noel Baumber, community

pharmacist, Grantham; John Butter, a community pharmacist with Boots, Falkirk; Alan Crabbe, community pharmacist, Cardiff and past chairman, Welsh Executive; Dengar Evans, community pharmacist, Cardiff and past chairman, Welsh Executive; Brian Hemsworth, head of school of pharmacy, Sunderland Polytechnic; A.G. Mervyn Madge, community pharmacist, Plymouth; John Myers, former chief administrative pharmaceutical officer, Edinburgh; Norman Sampson, community pharmacist, Melton Mowbray, and past chairman, Unichem; Ashwin Tanna, community pharmacist, South London, who was instigator of a special meeting of the Society in 1983 calling for "pharmacy for pharmacists", and Nicholas Wood, community pharmacist, Brentwood.

There are seven vacancies to be filled in the Council election.

Alcohol 'marking' rules fixed

The UK Government has reached agreement with the European Commission on the future rules for "marking" alcohol contained in cosmetic products imported from the EEC.

The agreement comes after efforts by HM Customs & Excise and the Cosmetic, Toiletry and Perfumery Association to devise a system which will relax the use of the marker under certain conditions but enable the industry to continue to use duty free alcohol and, at the same time, provide sufficient safeguards to protect the Revenue.

The terms of the agreement are that goods in retail packs with an import value equal to or more than the prevailing rate of spirits excise duty (£15.77 per litre of alcohol), when based on the amount of alcohol in the products, will not have to use alcohol which has been "marked" with either n-propanol or methanol to avoid excise duty. However, goods with an import value below the rate of spirits excise duty will have to continue to be marked.

The EEC Commission has obtained the agreement of the European Court of Justice to a six month suspension of their

action pending the satisfactory implementation of new rules by the UK Government by August 20.

The new rules will only apply to goods imported from the EEC. They will not apply to goods from outside the EEC or to those manufactured in the UK. For these goods, the present rules regarding remission of excise duty will remain in force. A new Customs Notice will be issued in the Summer.

No GP sales to temporary folk

Dispensing doctors will not be able to supply blacklist medicines to patients who are registered with them as temporary residents.

The Health Circular explaining the new Regulations (which become effective on April 1) says dispensing doctors can supply blacklist products to patients on their *dispensing lists* when they are prescribed as part of NHS treatment.

However, the Pharmaceutical Services Negotiating Committee points out that while temporary residents may become dispensing patients, they do not go on the dispensing list. To sell blacklist medicines to such patients would be a breach of terms of service.

Government acts on PL(PI) fees

The Government intends to expand the Medicines Act to provide a basis for collection of annual fees from holders of product licences for parallel imports.

The Department of Health is asking for comments on this and a second amendment of the Act by the end of May.

The PL/PI amendment relates to part V of Schedule 1 of the Act: "Calculation of turnover", and will expand the definition of turnover to cover in particular a PL holder who obtains medicinal product from a source other than the manufacturer of the product. "For this purpose it is proposed that 'turnover' will be defined as gross value at prices paid by, or on behalf of, the applicant for medicinal products which he has sold or supplied in the UK," says the Department of Health.

A second amendment adds a paragraph to Regulation 2 of the Act and will provide that no capital fee shall be payable in respect of an application for the review of a product licence of right or product licence granted before November 22, 1976.

Comments on both the proposed amendments should be sent, by May 26, to Mrs O. Broom, Room 1023, Department of Health and Social Security, Medicines Division, Market Towers, 1 Nine Elms Lane, London SW8 5NQ.

Court bid fails

Chemists S.A. Sheard of Queen Street, Morley, failed in their High Court bid last week to overturn a decision of Leeds Western Health Authority excluding them from setting up business in Morley Health Centre.

Rejecting their application for a judicial review of the matter, Mr Justice Mann held that all the facts had been placed before the Health Authority.

When the centre had been mooted there had been protracted negotiations between Sheard, Boots, and Calvert and Grant about a proposed consortium at the centre. But the negotiations had proved abortive before the matter came before the Council in February, 1985.

The judge rejected Sheard's complaints that there had been procedural irregularities when the Health Authority rejected its application. He ordered Sheard to pay costs.

Stock shortage only list problem so far

Despite the limited list and £2 prescription landing on pharmacists' laps on Monday most seem to have found All Fools Day a lot easier than expected. The major problem has been getting supplies particularly of benzodiazepines.

From a straw poll of pharmacists *C&D* found that on the whole few prescriptions had to be referred back to the prescriber and patients were being quite co-operative.

Most pharmacists said they had been particularly busy last week although there had been little evidence of doctors stocking up patients. One notable exception was a prescription for 2¼ litres of Benlylin for a patient with emphysema.

Pharmacists seemed to have had a normal or slow Monday in terms of prescription numbers. However, Mr David Coleman, from Norwich, who was on the committee that advised the Government on the list, said it was difficult to compare individual days.

The main problem pharmacists were having was getting supplies from wholesalers, particularly of benzodiazepines such as chlordiazepoxide and lorazepam.

The problem seems particularly bad in the North West of England. Mr Abrahams in Manchester, told *C&D* that he could not get ingredients for mist ammonium chloride, or the ready-made product. He said it is very frustrating when you have to tell a doctor you can't get a white list item, and also very annoying when you cannot

tell patients whether they can have the item or not. Mr Abrahams gave an example. The very first script he had on Monday was for soluble paracetamol and codeine: both the Pricing Bureau and the Department of Health said he could not dispense it, but PSNC and a manufacturer said he could. "It took me 1½ hours to sort it out!" He added that scripts were taking twice as long to dispense because of having to look things up every time. Moreover, Gerry Shulman in London, said he had found prescriptions very easy to sort out: the published lists had been very helpful.

Patients on the whole seem to have accepted the situation very well. One exception was a customer of Miss Lesley Renwick who runs the Co-op Chemist in Tenterden, Kent: "She asked me to order Euhypnos so she could have it on private prescription. She said she did not want any of the 'cheap alternatives,'" Miss Renwick told *C&D*.

Mr David Morgan in Guildford, Surrey, identified a problem with private scripts. He said that doctors in his area were quoting MIMS prices for items on private prescription without taking into account pharmacists' costs.

And doctors seem to be having problems remembering the new generic names such as co-proxamol, Mr David Poile, in Tonbridge, Kent, told *C&D*.

Mr Peter Dodd, managing director of Unichem, told *C&D* that orders for medicines on April 1 were some 17 per cent up on what he would normally expect for the first day of the month.

Curiously two branches have seen a lot of blacklist items going out, he said.

But Mr Dodd does not expect Monday's increase to carry on into the week although "it would be nice if it did", he said. "From our point of view things have gone remarkably smoothly — better than we expected".

Funds to set limit for role?

The availability of funds will affect the development of the pharmacist's role more than anything else, says Mr Tim Astill, director of the National Pharmaceutical Association.

Mr Astill said that funds will determine the extent to which pharmacists become involved in patient counselling, domiciliary visits, health education, diagnostic testing and activities they see as opportunities for the expansion of their current role and contribution to primary health care. He was speaking at the Pan Pacific II Pharmacy Conference in Hong Kong recently.

"In the UK, pharmacists are hopeful of a greater recognition of their potential contribution," said Mr Astill. "The Government will shortly be publishing a Green Paper on the whole subject of primary health care and the Secretary for Social Services has indicated unequivocally that the document will contain specific proposals for the pharmaceutical profession. "As yet there has been little hint as to what those might be."

Further pill-cancer link

Results from the largest study yet into the relationship between oral contraceptives and cervical cancer have shown a relative risk of 1.19 in patients who have ever taken oral contraceptives and 1.53 in patients who had five years use.

The study, conducted in ten centres all over the world under the auspices of the World Health Organisation, and reported in the *British Medical Journal*, concluded that the relative risk of 1.19 was of borderline significance — it could easily be explained on the basis of incomplete controls. However, the increased risk after longer term usage "cannot readily be dismissed as spurious," say the authors.

"The implications for women currently using oral contraception, however, are uncertain because the results are based in part on exposure to higher doses of oestrogens and progestogens than many product now in use."

Future analyses will consider the risk associated with varying formulations and dosages.



"Demand for my specials has never been so good."

PSNI against spectacle sales

Pharmacists in Northern Ireland should not sell spectacles, the Society's Council decided at its March meeting.

Mr Hunter asked what the Council's opinion was of the supply of spectacles through pharmacies. After a long discussion it was agreed that the membership should be circulated with the Council's opinion that pharmacists should not encroach on the professional activities of opticians.

The 60th anniversary of the Society occurs during 1985 and the General Purposes Committee is to meet to discuss suitable means of celebration.

Letters were received from the Medicines Commission and the Ministry of Agriculture, Fisheries and Food requesting nominations for consideration as possible members of the Commission, and of the Veterinary Products Committee. It was unanimously agreed to recommend that Professor P. F. D'Arcy be re-appointed to the Medicines Commission and that Miss M. J. Watson should be considered for the Veterinary Products Committee.

The following applications for registration as students of the Society were granted:

Heather Ann Elizabeth Benson, 88 Bowton Road, Newtownards, co Down.

Mairiad Ann Casey, 10 Chichester Road, Belfast.

Karen Jane Cochrane, 55 Colebrooke Road, Fivemiletown, co Tyrone.

A new contract by computer?

A computer model of possible ways of putting together a new contract has been produced by Somerset pharmacist Andrew Bond.

He uses 16 sample groups of pharmacies and a spreadsheet program to allow comparisons between the existing BPA-fee-sliding oncost scale contract with some of the new proposals put forward by the Pharmaceutical Services Negotiating Committee in the "Pharmacists' Charter".

The Charter seeks to rationalise overheads on an individual basis, allow for an additional pharmacist, but leave other staff overheads incorporated in the averaged fee. Payment for property overheads is likely to be resisted until

Celine Mary Higgins, 22 Mossvale Park, Scrogg Road, Kilkeel, co Down.

Margaret Mary Hill, 4 Sarajac Crescent, Belfast BT14 6SD.

Michael Moore Hill, 77 Shore Road, Greenisland, Carrickfergus.

Andrea Mary Scott, 7 Londonderry Road, Newtownards, co Down.

On the motion of Mr Kerr, seconded by Mr McIlhagger, the following applications for restoration to the Register of Pharmaceutical Chemists were granted: John Charles Hale, 28 Main Street, Saintfield.

Agustine O'Brien, 55 Woodbank Walk, Limavady, co Londonderry.

The secretary noted receipt of the following:

1. The Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) (Amendment) Order 1985.

2. The Medicines (Veterinary Drugs) (Prescription Only) (Amendment) Order 1985.

3. The Medicines Act 1968 — Part III Proposed amendments to the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1984.

4. Health and Personal Social Services — Charges for Drugs and Appliances (Amendment) Regulations (Northern Ireland) 1985.

The report from the Finance and House Committee was approved. It included quotations for remedial work at 73 University Street.

The vice-president, Mr D. Corbett, complimented the president on the smooth running of the President's Dinner which had been held on the previous evening.

there is more rational distribution of pharmacies, Mr Bond feels.

To make the present contract more sensitive to individual circumstances recognition must be given to variation of expense due to location and employment of additional pharmacists, says Mr Bond.

"Such a contract must be divorced from the ingredient costs except for those expenses attributable to ingredient cost. It must also recognise that there will be variations in pharmacist staffing levels."

In his paper "Certain aspects of the Pharmacists' Charter revisited", Mr Bond looks at the way premises allowance, staff workload, Basic Practice Allowance, prescriptions dispensed, and other variable data can be determined and fed into a model.

Blackburn Health Authority has received planning permission for a Health Centre off Fishmoor Drive, Blackburn, Lancs.



Desmond Burdon, MPS, of Hull won free travel to Vestric's Monte Carlo convention held last week. He was presented with his tickets by the company's Ray Milne (left), ably assisted by Rees Thomas of the company's Leeds depot

Chemist held up with shotgun

Arshad Malik, MPS, and a girl assistant at the pharmacy he manages were held hostage by a man with a shotgun for more than two hours this week.

But after police marksmen surrounded the building, the man released his hostages and then gave himself up.

It is understood the man went to Ivan Philipe in Lea Bridge Road, Leyton following a lovers' tiff.

After more than two hours, during which police talked to the man by direct-line telephone, the pharmacist was freed, followed a few minutes later by the girl hostage.

The man then came out unarmed, with his hands in the air. Police ordered him into the middle of the road and told him to lie spreadeagled on the ground.

A police officer in a bullet-proof vest then searched the man and handcuffed him before he was taken away.

List survey

Some 3,000 independent UK pharmacies have been asked to be part of a survey on the effect of the limited list on OTC medicine business.

The survey is being done by the practice research unit at Aston University in Birmingham. It was the idea of pharmacist Michael Phelan and originally was to have involved just a small sample of shops. But Winpharm heard about the scheme and offered to sponsor it.

The survey will compare the two weeks before April 1 with four weeks after that date.

More analgesic sales predicted

The £2 prescription charge may lead to more purchases of OTC analgesics. Some 47 per cent of respondents in a survey commissioned by Sterling Health said the increased charge would stop them asking a doctor for a prescription when OTC treatment would be cheaper.

Over 80 per cent of the 434 people surveyed thought OTC analgesics were effective and nearly 70 per cent thought they were safe. Slightly fewer, 62 per cent, thought them good value for money. Only 22 per cent of headache sufferers have ever consulted their doctor about the problem. "That figure is likely to fall further," says Sterling Health. Those who had consulted their doctor found GPs had prescribed OTC remedies more than anything else.

The survey also asked whether the limited list was a good idea. Only 29 per cent thought it was, with 55 per cent thinking it a bad idea.

Few Medicines Act prosecutions

The DHSS investigated 234 alleged infringements of the Medicines Act in 1984.

"In 154 cases we took the view that a breach of the Act had occurred," Mr Kenneth Clarke, Minister for Health, said in a Commons reply last week. This view was conveyed to those involved and remedial action requested.

"No prosecutions resulted from these investigations in 1984; there has been one so far in 1985," he said.

Rusco liquid paraffin: Pharmacists are asked to return three batches of liquid paraffin from Rusco Pharmaceuticals which have a slight plastic aftertaste. Complete or open packs of batches BN 4E004, 200ml and 500ml packs; BN 4H005 200ml packs, and BN 4K005 200ml and 500ml packs should be returned to wholesalers.

C&D discussed the HD endorsement scheme, and ways around it, with a number of companies last week. A statement on the scheme (p648) should not have been attributed to Mrs G. Court, of Cox Pharmaceuticals.

Day by day . . .

I don't know what I do all day. Looking back at the last week I see nothing constructive achieved, even though I had a whole row of worthwhile projects in mind. Like giving my storeman a rollicking for not keeping the kitchen/yard/storerooms free from that miscellaneous rubbish which impedes the rest of the staffs' work. Or resetting a whole section of the store to make better use of space. Or giving a hand to rearrange the dispensary, and clean the shelves at the same time. I want to group all the generics together, instead of having them split in two — the traditional ones on one side and the new on the other. We ought to have more space after the monumental blacklist cleanout.

Every day I have had a big fat envelope in the post stuffed with information about the list. From the DHSS, NPA, PSNC, various manufacturers and uncle Tom Cobley and all. Frankly I can't cope. I simply cannot absorb all the directions. One thing is clear though. Pharmacists can't be trusted.

How else can you explain the ultimate insult offered what they laughingly let us call "our profession"? When a doctor forgetfully writes what he has written for Mrs Jones for the last ten years (say "Valium") can we simply endorse "PC" diazepam wanted? Can we heck! We have to go all wooden and pin a stupid letter to the script and send it and the patient back to the GP.

Or if some clever dick of a GP wants to beat the rules and order Benylin by writing a detailed formula for it, we are supposed to jump through the ludicrous hoop of suggesting we have actually collected the miscellaneous ingredients and dispensed it extemporaneously and claim a fee. Such nonsense pushes the most upright into dishonesty, since we are not allowed to claim for supplying the real thing for half the price of the homemade one. Doesn't anyone at PSNC or NPA or even the Society have the gumption to go and thump a few heads at DHSS to knock some respect, let alone sense into a few pudding headed politicians and civil servants?

I don't think we should go along with this bureaucratic insensitivity to patient needs and professionals' time. Just imagine the delight the Press would have in setting up headlines . . . "Chemist leaders black eyes of Minister in DHSS fracas!" As for this business of not allowing doctors to write blacklist scripts on FP10's — what do they hope to prove? That the form belongs to the NHS? No one is arguing about it. The Government are telling GPs to prescribe such products without fee,

within that service. All we would have to do is retain the forms for the legal two years (in monthly batches of course) then return them to the proud owners via the pricing bureaux with the rest of our scripts.

Private scripts

I had a patient in the other day, March 20, with a private script for Distalgesic. She seemed a bit upset, but her GP was adamant. I thought this was pretty mean, considering he must have known it was still prescribable by name until the end of the month, and after that by whatever short name they manage to dream up. But when I came to price it up I used the Society method — not the one put forward in one of the papers I received this week which went on about the price a product costing £6.60 would have earned us as an NHS dispensed item. The gross return was about £8. I've left the damned thing at work so can't refer more exactly to its origin, but the suggestion we price on that scale got well and truly up my hooter.

It's one thing to dispense a NHS script on the bench, and quite another to dispense it as private one. It takes at least three times as long with all the entries required and the pricing to be done. In the middle of a busy run of script work it is totally disruptive, which is why, I imagine, we get an extra fee for dispensing CDs.

And finally, I have heard that some practices, perhaps encouraged by their friendly medical reps, have been putting out price lists with suggested prices their patients might expect to pay for various items. Already a pharmacist has had a barney with one of his customers over an Ativan script where the doctor's recommended price was a good 30p below our recommended price for 1mg capsules, although the GP ordered 2.5mg.

What do you do — Foam at the mouth? He wrote to me, which may not be the next best thing, but all he could think of. I suggested he contacts his local LPC asking them to write direct to the practice, asking for a copy of their list so it could be amended if necessary. Also to welcome their enterprise in attempting to prepare their patients for the changes ahead.

Rumour

In some parts of the country it is impossible to get pholcodine linctus from the wholesalers. I have plenty so it doesn't affect me, but wonder if there is truth in this? After having made up a winchester of Mist ammon chlor this week to meet new demand, nothing would surprise me.

Profits and size make for future investment

Vestric managing director Peter Worling, in the first address to the 180 or so delegates at the Vantage Convention in Monte Carlo last week looked at the changes that have occurred in wholesaling over the past five years, and took the opportunity to answer some of Vestric's critics.

The high level of competition has certainly improved wholesaler's efficiency and given pharmacists, for the first time, the benefits of balancing service against price. The introduction of wholesale discount schemes has meant some reduction in the overall level of service to compensate for the lower price. It has also meant concentrating purchases on one wholesaler. Most pharmacists seem to be quite clear on the answer and give as much business as possible to the wholesaler from whom they can get the best service and support this with a second wholesaler back-up.

A point that seems to have been made is that we are not interested in the independent pharmacist, only in making a profit. This is patently untrue. Of course, we are a profit making company. I hope all our customers are also. But profit only comes from success and we cannot be successful without the independent pharmacist who is our major customer. The energy and resources we have put in to develop systems for the retail pharmacist must stand as some proof of our interest in the profession and in supporting it in every field.

There have been statements made that independent retail pharmacists should support independent wholesalers, a definition that seems to mean small in size. Wholesalers work on very slim margins and they have to be efficient to stay in business. In order to invest in the future, to develop computer systems and programmes like Vantage, you need size on your side.

We are just as independent as any smaller company. We have branches, each one controlled by a manager solely responsible for the service they offer in the field. The aim of Vestric is to give a local service second to none supported by the

specialist services at Head Office.

Though our company has been purchased by AAH Holdings plc, we will have the same management, the same philosophies and policies and the same independence of action. Our intention is to continue to run as an independent autonomous company serving our customers the best way we can and in the same way as other members of our new holdings group.

The fear reaction we have seen in the trade Press from our competitors is quite justified. We are welding together a great deal of experience and expertise in distribution. It is great fun to rush into print on how your competitors are going to reorganise their companies. But these are speculations and not facts.

When we have something to tell you, we'll be quite capable of doing it ourselves and there will be plenty to tell over the next few years.

The question of the wholesale dealers licence is something that gives cause for concern. There have been over 1,500 issued, many of which are perfectly legitimate but many are simply issued to companies who believe they can make windfall profits out of handling pharmaceutical products.



Peter Worling, Vestric's managing director, looks to the future

It is important that the genuine comprehensive pharmaceutical distributor can be recognised. The most sensible way to achieve this would be through the establishment of a pharmaceutical distributors section of the wholesale dealer's licence. We have discussed the mechanics of this with the Association of the British Pharmaceutical Industry and the Department of Health.

The benefits would be enormous. Pharmacists and manufacturers would be able to recognise those companies who had invested in distribution and that had the equipment and expertise to ensure that pharmaceutical products were properly handled and stored. This would be a most worthwhile development and I urge wholehearted support.

Coupon support for Vantage chemist

Vestric are to launch a new couponing promotion called "Family lifestyle" as a means of advertising the Vantage brand, now 10 years old, and the Vantage chemist by increasing traffic in pharmacies.

Mr Alan Turner, Vestric's retail development manager, outlining the programme, said that the company had recently tested couponing in Liverpool and Cardiff. Personalised books of coupons, redeemable only with Vantage chemists, had been sent to homes identified by participating pharmacists.

Some 160 pharmacies had taken part and nearly 7¼ million coupons had been delivered to 240,000 homes. Around 50,000 coupons had been returned from 81 per cent of the pharmacists — a 0.8 per cent redemption which was, said Mr Turner, about average for this type of promotion. If each household had redeemed one coupon this equated to a 1

in 4 response.

The new book "Family lifestyle", available in a couple of months, will have coupons and editorial content on some general aspects of health care. There will be more participating chemists and greater local advertising.

Vestric are also planning to switch more products into the Family Health range. Vantage own label is now worth some £2m, said Mr Turner, and Vestric will continue to expand the brand.

From May, Vestric are making available an advertising kit — "Advantage" — to enable pharmacists to advertise in local newspapers more effectively.

The kit will contain advice on page position, layout, frequency and circulation, and has been produced in response to the results of a survey conducted by Vestric, in which they asked 300 members how Vantage could best help develop their business.

Call for greater support of chemist only brands

The real opportunity for pharmacy to develop OTC business lies in setting the right balance between mass market and chemist-only brands. Mr Tony Broad, sales and marketing director of Jeffrey Martin UK, told the Convention. He suggests the pharmacist put more emphasis on stocking chemist only brands, medicine or toiletries, particularly advertised brands.

"1985 is going to be a significant year for pharmacy trading in this country, marking as it does the 25th anniversary of the OTC market as we know it," Tony Broad said.

In 1960, the pharmacy business was split 70 per cent OTC and 29 per cent NHS, taking large shares of most OTC markets: 50 per cent toothpaste, 60 per cent shampoo, 82 per cent hairspray and 90 per cent of the deodorant markets. I don't need to tell you that the picture today is somewhat different — with OTC accounting for 30 per cent of sales and NHS 70. The blame for that picture has often been laid at the pharmacist's door: "They gave it away." Others blame the manufacturers who deliberately moved away from the chemist to the high volume fast moving food trade.

But the outcome was probably inevitable in most of the markets. The switch from pharmacy to food on many mass markets was led by the consumer who has a need in the 1980s for one-stop shopping.

Future OTC sales strategy must recognise that fact. It is unlikely that pharmacists will be able to compete on mass market brands that have wide distribution backed by heavy advertising, because to do so means working on unprofitable margins and changing consumers' habits.

The average food store has approximately 120 people through its doors to every ten through a pharmacy. Of course pharmacies have to meet the demand of those ten customers for the mass market brand and must endeavour to be as competitive as possible to keep a share of the business. But such brands should, in future, only form part, rather than the whole, of the OTC strategy.

Pharmacists should look at the stock holding given to mass market brands. As an example, a leading brand of toothpaste receives 100 per cent distribution in chemists, there are no out-of-stocks and a four month stock cover. The advertising for this particular brand is £2.7m and it is widely distributed throughout the country in many other outlets. On the other hand, consider a typical "pharmacy only" type

brand in the same market. It receives only a 60 per cent distribution, there is a lot of out-of-stock and only a one month stock holding.

This particular brand spends £2.2m — all aimed at 10,000 pharmacies. There may be a lesson here.

Saying "come back later — I'll get it in for you" is not the way ahead.

Letters received by manufacturers on the subject of out-of-stock of pharmacy only distributed products pose two fundamental questions. Does the pharmacist believe that ordering on demand for a brand that is only available through pharmacies is the way to develop OTC business? And should the manufacturer widen distribution to make the product more easily available to the consumer? I believe the answer must be no in both cases.

The real opportunity for the pharmacy trade to develop OTC business lies in setting the right balance between mass market and chemist type brands. Specialisation is the corner stone of the future. Chemist brands tend to be specialised to a degree, and usually more profitable, both in terms of cash and percentage margin. And they are likely to be positioned at the higher end of the market.

Pharmacies provide products that offer "care and cure" for people with varying degrees of health problems. That is a unique position to put before the consumer. Specialisation would enhance

pharmacy's image by avoiding the competition rather than competing with it.

A look at chemist performance in certain market areas demonstrates this. In 1984, chemists did not sell any more toothpaste in volume terms over 1983, though sterling sales were up 10 per cent with inflation at 5 per cent. This indicates a further loss in volume of mass market, lower-price bands but an increase on specialised higher priced ones. Exactly the same picture emerges from analysing the performance of shampoos and bath additives.

Whatever the pros and cons of the limited list argument, one thing is certain, manufacturers of prescription products are actively engaged in developing OTC products to reduce their reliance on NHS business. These will have to have specialised positioning and they are likely to be premium rather than low price — there is also going to be increased advertising expenditure. All this will contribute to sending the consumer to pharmacies.

Pharmacists should always consider the advertising that supports OTC products. Consumers do not have their 'flu' epidemic or their acne problems as if by some magic during the manufacturer's three-month advertising campaign. Consistency is more important than concentrated weight.

Mass market brands will continue to form an important part of OTC strategy but cannot be the central thrust as in 1960. Support those who support you, as well as those who compete with you.

The front end of the shop is one of the most exciting areas. Pharmacists should consider appointing someone to manage that OTC business — set targets, provide incentives and get them interested in the markets. There are a lot of opportunities.

Tony Broad answers questions raised by delegates after his presentation



Moves to shorten degree attacked

Any moves to bring in a lower qualification for pharmacists supervising technicians in community pharmacies have been condemned by the director of the National Pharmaceutical Association, Tim Astill, as dangerous and contrary to the public interest. He says some observers predict the Nuffield Inquiry may be considering such a step.

Mr Astill told the Convention the Nuffield Inquiry had expressed a particular interest in the role of pharmaceutical technicians and other support staff.

"Some observers have predicted the inquiry may consider recommending that a lower standard of pharmaceutical qualification than we have at present, perhaps based on a shorter academic course, would be sufficient for supervision in retail pharmacies. Such a move would be highly dangerous, contrary to the public interest and contrary to the interests of the profession.

"It would be a retrograde step and very surprising if it were to be suggested at a time when the media, consumer representative bodies, and national and international politicians are stressing the need for more, rather than less, public safety in just about every aspect of our developing civilisation," Mr Astill said.

"How can it be suggested rationally that the distribution of those potentially lethal chemicals which we call medicines should be in the hands of anyone other than an expert?" Mr Astill continued: "The role of the modern pharmacist in the community, requiring as it does a broadly based knowledge of the chemistry, pharmacology and pharmaceuticals of medicines and to an increasing extent the way those medicines react when applied to human beings, can surely not be adequately performed by persons whose education has been to anything less than university degree standard. We do not want a two-tier professional qualification."

He said the inquiry would make a number of recommendations. Some would require Government action, possibly finance and almost certainly legislation. "The temptation will be for whatever Government is in power to accept the recommendations which can be

implemented with little effort and to ignore those which require action or money. It will then be up to the Pharmaceutical Society, the Pharmaceutical Services Negotiating Committee, the Guild and all the others who have made submissions, to use all their persuasive powers to ensure that the effort which will have gone into the Inquiry is not wasted or left to gather dust on a shelf at the Elephant and Castle".

Mr Astill went on to warn against any abuse of the "HD" endorsement system. "If that happens, responsibility will rest fairly and squarely on the shoulders of the parallel importers whose greed, selfishness and lack of regard for public safety are possibly exceeded only by their smug hypocrisy".

He said rational location would be widely welcomed by community pharmacists. The current steady increase in the number of pharmacies is, in my view, most unhealthy because most of them are opening in places which are already adequately served — the result must be an overall reduction in the level of pharmaceutical service to the public.

"At the beginning of last year, a document from the profession was submitted to the DHSS suggesting that the opening and closing of pharmacies be regulated by negative and positive financial pressure. In essence, this would amount to a cut in the remuneration of leapfroggers and a compensating increase in payments to proprietors who were



Mr Tim Astill, NPA director, addresses the convention.

prepared to open pharmacies in areas inadequately served.

"However, if pharmacy is to be granted this kind of monopoly and protection against the competition which faces others in the High Street, then I believe it must show itself to be prepared to put its house in order. This must not be a device for feathering the inefficient.

Mr Astill continued: "There are still too many pharmacies and pharmacists who, by the appearance of their premises and low standard of practice generally, do the profession no credit. I believe we can only face such a problem by an overt and very much stricter disciplinary control over those pharmacists whose standards are inadequate".

He called for stricter enforcement of the Code of Ethics which includes a Guide to Good Dispensing Practice.

It was difficult to predict the effect of the new limited list restrictions on the OTC medicines market as a whole, said Mr Astill. The reason for not advertising brands had gone out the window.

"The promotional and advertising activity will regrettably include money spent on consumer advertising now that there is no longer any point in advertising to the medical profession. Above a certain level it becomes impossible to justify advertising expenditure while at the same time restricting the distribution only to pharmacies. There will be pressure on manufacturers to widen distribution.

"It is then only a short step for such manufacturers to apply for licence amendments to enable them to widen the distribution of medicines at present legally restricted only to pharmacies.

"Identify your manufacturing friends and support them," said Mr Astill.

Pharmacies for baby care advice

Cow & Gate and Vestric are to introduce Cow & Gate Vantage Baby care Advisory Centres, and a scheme to provide a series of one-day training programmes for pharmacists and staff to be run regularly at Vestric depots throughout the UK.

The aim is to provide training in the basic elements of clinical nutrition and baby care, said Mr Len Osburn, sales director of Cow & Gate, announcing the scheme. The courses will be run by Cow & Gate nutritionists.

"This will in no way substitute for the vital and important advice available through the NHS," said Mr Osburn. "But it will enable mothers to obtain instant advice at their local chemists for some of those main problems of mother and baby."

After staff training, a chemist will be able to display the Baby care Advisory

Centre sign both inside and outside the shop. Cow & Gate are to supply basic literature for customers and the sales team will ensure supplies are maintained.

Some 60 per cent of the mothers questioned in Cow & Gate survey said they were very dependant on other people for advice. While they take physical problems to the GP and their health visitor, when it comes to questions about brands, mothers turn to pharmacists and their staff for help.

Over two thirds of the mothers had said that, if they felt certain that pharmacists would welcome their questions, they would consult them more. And when asked to suggest improvements that could be made to pharmacies, the top request was for trained and knowledgeable staff or a person to give general advice to mums.

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NEW

PACKAGING

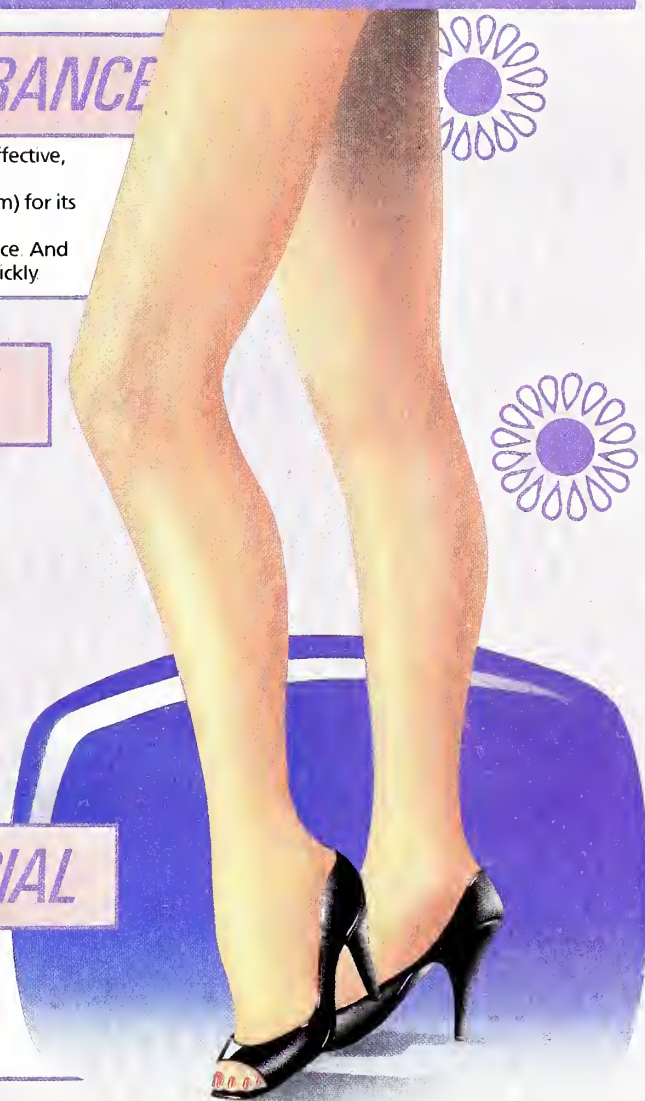
We've re-designed the entire IMMAC range. Still recognisably IMMAC, but more feminine. That means better-looking IMMAC cream, IMMAC lotion, IMMAC roll-on, IMMAC spray and IMMAC lotion with cocoa butter. We think you'll find that IMMAC will look very attractive on your shelves – if it stays there long enough.



NEW

T.V. COMMERCIAL

A £600,000 campaign will be creating new interest this year. We're featuring a brand new commercial so IMMAC will be in demand. Isn't it time you were thinking about stocking up now?



HEAVYWEIGHT MAGAZINE CAMPAIGN

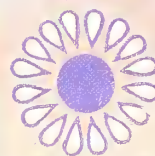
New press advertising in women's magazines! Woman, Woman & Home, Woman's Realm, Woman's Own, Woman's Weekly, 19, Cosmopolitan, Honey, True Romances, True Story, Woman's Story, My Guy and Jackie

We've specially targetted our advertising to get maximum response from teenagers to grandmothers. And we're investing £200,000 on our campaign, to ensure higher returns for you.

AND ALL
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If all the above wasn't enough, we're supporting IMMAC with exciting promotional and PR work. How else can we help you to help us keep IMMAC brand leader? You can order the complete IMMAC range by contacting your I.C.C. representative or: International Chemical Company Limited, 11 Chenies Street, London WC1E 7ET. Telephone: 01-636 8080.

*Trade Mark



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Most importantly, they'll be confident of the reliable pain relief which comes with Distalgesic. They may question anything else. Dispense with the difficulty. Dispense Distalgesic.

For further information dial 100 and ask for Freefone Dista.

Distalgesic

Dextropropoxyphene 32.5 mg

Paracetamol 325 mg

If it doesn't come from Dista, it isn't Distalgesic



Insignia male budget range

Insignia, a co-ordinated range of fragrance-linked male toiletries, is being launched by Shulton. A £3m spend will support the brand.

The company are positioning the range, dressed in modern high tech metallic blue packaging, in the top end of the budget toiletries market. "Unlike other men's toiletries, Insignia is being launched as a whole range and not as a fragrance with product extensions," says product manager David Campbell. For that reason, he does not foresee it clashing with Shulton's other men's ranges, such as Old Spice and Mandate.

Making up the range are: aftershave lotion (100ml, £2.85), splash on lotion (100ml, £1.85), stick deodorant (75g, £1.20), spray deodorant (200ml, £1.20), ultra dry anti-perspirant (200ml, £1.20), deodorising talc (100g, £1.15), moisturising creme shave (200ml, £1.15), frequent-use shampoo (250ml, £1.15), shower gel (250ml, £1.25) and trial size aftershave lotion (50ml, £1.50).

Dry sheet for bed-wetters

A new disposable sheet is being introduced by Feeder Products. Called "Dry Sheet", it is designed to assist in the management of incontinence.

Made from a "tough but soft non-woven fabric," Dry Sheet is backed by a thin layer of polythene. This, together with the highly absorbent non-woven fabric, will easily cope with all bed-wetting incidents, says the company. The sheet is discarded when soiled.

Available in white, Dry Sheet measures 140 x 68cm and comes in packs of five (£2.58). *Feeder Products Ltd, PO Box 481, Blackmore, Ingatestone, Essex.*

Torbet Laboratories have moved to Boughton Lane, Maidstone, Kent ME15 9QQ (tel 0860 319350).

Insignia will be supported with an "extensive" advertising and promotion programme, which begins with a £1.75m national television campaign running from October to December. A second burst is promised in Spring 1986.

A sampling operation will coincide with the campaign, with one million leaflets being distributed nationally.

Shulton also plan to include a 25p coupon in all Insignia aftershave packs during the launch period (August/September). These will offer money off other products in the range.

The company will distribute the new range to their existing Old Spice stockists who include some 5,000 chemists. Shulton, who claim a 16 per cent share of the male toiletry market, are hoping for a brand share for Insignia of around 5 per cent 12 months after launch.

Aimed at the 18 to 34 year-old age group, Shulton describe Insignia as having a "fresh, clean, subtle fragrance". Research conducted by the company found that over 80 per cent of men and women liked the fragrance. "Studies showed that men wanted to use co-ordinated toiletries, with a subtle fragrance linking all their everyday use products," says David Campbell.

A full range of display material is available for Insignia including a counter top merchandiser holding 30 products and a tester, shelf organisers, showcards, gondola cards and doorstickers. The trial size of aftershave lotion comes in its own merchandiser of 24 items. *Shulton Ltd, Shulton House, Alexandra Court, Wokingham, Berks.*



Robinson's go wild with offers

Robinsons ready drinks feature an on-pack promotion which will run until the Autumn.

The promotion has been devised in conjunction with the World Wildlife Fund

on the theme of endangered wildlife species. Thirty four species are featured on stickers on all ready drinks cartons. The stickers can be applied to a World Wildlife fund wallchart, free on application to Robinsons. The company will make a donation to the World Wildlife Fund for every wallchart sent out.

Robinson's are offering a £5 cash bonus to retailers stocking the full range of baby food products.

Any independent chemist who stocks Robinson's 1, Robinson's 2, baby juices and cereals and sends in ten different product codes (on the tickets or on tray sides) from cases of any combination of the full Robinson's range will receive £5. A £2 cash-back is also offered to chemists who send six different proofs of purchase from cases of three baby juices, cereals, Robinson's 1 or Robinson's 2.

The promotion is being featured in "Early Days", Robinson's free magazine for young mothers which is distributed via chemists and health clinics. The offer closes on May 13 and is limited to one application per retailer. *Reckitt & Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull HU8 7DS.*

£s and piggies from Farley's

Pound coins and piggies are being used to promote Farley's Rusks and cereals.

To obtain a newly-minted one pound coin, consumers have to send six tokens from special packs carrying details of the offer.

The promotion is designed to develop brand loyalty and encourage repeat purchase, say Farley Health Products.

With each pound coin, a leaflet details a second offer — a pottery piggy bank at a cost of £3.99 plus postage and packaging. The closing date for the offer is March 31, 1986, say *Farley Health Products Ltd, Torr Lane, Plymouth, PL3 5UA.*

Chapstick on TV

A.H. Robins are advertising Chapstick on Yorkshire television throughout April and part of May.

The ten-second commercial emphasises that Chapstick is a non-seasonal product. "We have successfully pursued a policy of all-year-round advertising over the last two years, which has resulted in the brand share of Chapstick rising from 14 to 25 per cent," say *A.H. Robins Co Ltd, Langhurst, Horsham, West Sussex RH13 5QP.*



Hair today with Poly Papilloten

Warner-Lambert are launching Poly Papilloten, a new way to style hair, based on the "Molton Browners" concept.

Packaged to appeal specifically to a young fashion conscious market, Poly Papilloten is a complete kit comprising 40 styling wands, a 150ml pump action conditioning spray to hold the style and

give body to the hair, and a full instruction leaflet (around £5).

The foam Papilloten stylers can be bent and shaped in every direction. They can be used up to ten times each. "I've never had a product that's been so easy to sell in," says Neil Wilkinson, Warner-Lambert's haircare marketing manager. "For the first time girls are going to be able to style their hair in a temporary way."

The launch is being supported by a £250,000 advertising campaign in the Women's Press, starting in June and running until the end of the year. Mr Wilkinson says the campaign, featuring *Just 17, Company, The Face, Mizz, Cosmopolitan, Honey, 19, Over 21, Hair & Good Looks* and *Hair Flair*, will be seen by 60 per cent of all women an average of 6.6 times.

A display outer holding three products is available. Warner-Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants.

Numark savings

ICML are giving retailers a further chance to qualify for a Bedford barbeque free with every composite pack of Flash ordered in May and are offering consumer savings on:

Nusoft Daytime all-in-one nappies 24s, one way nappy liners, 300gm baby powder, 250ml baby oil, 850g Nappy Clean, baby wipes 80s, and 250g nursery wool, 250ml baby bath Newborn all-in-one nappies 20s, 100gm baby powder, 250ml baby lotion, 250ml baby shampoo, 170g pleats, 110gm baby cream, Sunpure honey, twin pack kitchen towels, Nucross glucose, puffs economy coloured, cotton buds 100s, concentrated orange juice, 100gm nursery wool, puffs economy white, 50g pleats, puffs standard white, 50g nursery wool, white and multicoloured tissues 150s, Hanx, Sunpure fruit drinks orange and lemon, toilet tissues and puffs standard coloured.

In addition to bonuses on all the above products, ICML are offering members a 7½ per cent bonus on:

Sunpure vitamins, dietary supplements and the following Nucross packed goods: aspirin and codeine 25s, calamine lotion 200ml, citric acid 50g, coconut oil 90g, kaolin and morphine 200ml, olive oil 150ml, surgical spirit 100ml and a 5 per cent bonus on Sunpure health foods.

ICML, 51 Boreham Road, Warminster, Wilts.

ON TV NEXT WEEK

G Grampian	U Ulster	STV Scotland
B Border	G Granada	Central
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Askit Powders:	TVS
Bisodol antacid digestant:	GTV, BT, A, TVS
Chapstick:	Y
Farleys Rusks:	All areas
Hedex range:	All areas
Jaaps health salts:	TVS
Migralift:	Y, C4(Y)
Vaseline petroleum jelly:	Bt
Vantage own brands:	STV, C, HTV, C4, Bt
Wrigley's Freedent gum:	HTV

All Clear in the news

A £0.5m Press advertising campaign for Elida's All Clear anti-dandruff shampoo has just started. Advertisements in national newspapers will feature a 10p off coupon in over 14 million April issues.

This will be supported by a 50g extra-free promotion on the 150g pack (rsp £0.76-£0.81). An additional Press campaign, running until August, will appear in the *News of the World*, *Sunday Post*, *Sunday Mail*, *TV Times*, *Radio Times* and *Readers Digest*. Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.

Jackel relaunch Tommee Tippee

The first stage of Jackel's relaunch of the Tommee Tippee range starts this month with the introduction of feeding products and all-in-one disposable nappies.

Other new products are to include bibs and an extended cotton wool range.

Jackel have invested over £150,000 in product design, new tooling and a nationwide consumer survey. A heavyweight programme of advertising, concentrating on mother and baby Press, and consumer promotions are planned to run throughout 1985, say Jackel.

The Feedtime range has been designed to meet key needs of mothers and babies identified by company research, say Jackel. Each product comes in a choice of red, mid blue and pastel pink.

The range comprises non-slip bowl (£1.75 approx rsp), stay warm bowl (£2.49), non-slip trainer bowl (£1.99), stay warm trainer bowl (£2.79), two spoons and fork set (£0.75), travel set (£1.39), trainer feeding set (£2.99) starter training set (£2.49), two-handle cup (£0.75) and one-handle cup (£0.75).

A premium range of bibs is being introduced including embroidered, terry and PVC bibs and feeders — plain and designed; coveralls; and a new plastic moulded bib. Approximate retail prices go from £0.59 up to £4.15 for a set of seven cotton terry bibs with waterproof backing.



Tommee Tippee shaped, all-in-one disposable nappies will, say Jackel, be competing for a significant share of the £125m market. They are resealable and have quilted lining for extra absorbency. They come in three sizes Newborn (15s, £1.69), baby (12s, £1.69) and toddler (10s, £1.69; economy 30s, £4.25). Jackel are targeting the nappies specifically at independent chemists and say they are offering "considerably higher margins than other major competitive brands."

Cotton wool pleats in 100g poly bags (£0.59) and rolls (125g, £0.69) are being added specifically for the chemist trade. High margins are being offered which provide particular benefits when stocking the full range, say Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland.

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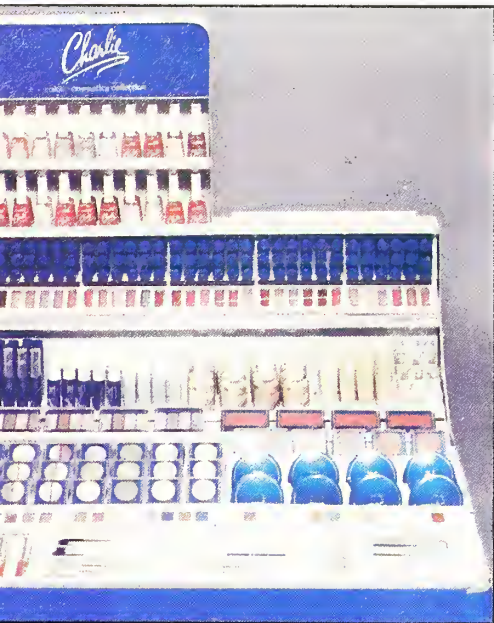
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CRAWLEY W.SUSSEX



'New' Charlie fights back

Revlon are relaunching the Charlie colour cosmetics range as a mass market budget brand, with the aim of increasing distribution to 4,000 doors.

"Charlie has tended to look increasingly old-fashioned and is now in need of an update," says Evelyn Rose Glazer who, after 30 years experience at the Rimmel helm, became a Revlon consultant and in January was made general manager for Charlie cosmetics.

"When colour cosmetics were launched in 1976 as an extension to the Charlie fragrance they were designed to be sold on counter tops and not in the present self-service dispenser. The result is that products tend to recede and become lost on the unit".

Revlon have set out to rectify this problem by introducing a royal blue and silver livery, but have retained the familiar 'V' shape design on many of the products. The 21 products in the range, comprising 138 shades, have been designed with

"elegance and quality in mind. We wanted to bring the range down in price but not in image," says Mrs Glazer.

On average prices have fallen by 15 per cent, with lipsticks retailing at £1.50, eyeshadow £1.50 and foundation £1.95. The range which, Mrs Glazer sees competing with brands like Maybelline, Maxi and the new Perfect Colour range by Cutex, will include a number of new Charlie products. Powder blusher with natural hair brush applicator will retail at the range's highest price point £2.25, concealer stick (£1.50), eyebrow pencil in three shades (£0.95) and eyeliner pencil available in eight shades (£1.10), lip liner in four shades (£1.10), eyeshadow quartette (£1.95), pressed powder compact (£2.25) and refill (£1.95).

While containing a few avant garde surprise colours, the range has been designed to appeal to girls and women of all ages. This is reflected in the advertising for the relaunch which totals a spend of £¼m in magazine space alone. The image of the swinging, independent 70s girl has gone and in her place is a woman of the 80s dressed in black hat and jacket.

The campaign will appear in the June editions of the leading women's Press, following the sell-in to the trade in May and will run until the beginning of November.

Although relaunched as a budget price brand, it will not be available to the grocery trade, but will be on distribution to drug stores and department stores. A sales team of 14 has been specially recruited to concentrate on the selling of Charlie products in conjunction with Revlon's Flex shampoos and some other hair products. Their target is to increase the present distribution of 800 stores to 4,000 in two to three years.

The new team and relaunch emphasises Charlie cosmetic's departure from Revlon's traditional middle to up

market ranges. "Up till now the company have demonstrated little interest in a budget range. But with middle-market products being squeezed out by the more expensive and cheaper brands we felt we were missing out on an important sector," says Mrs Glazer.

Large chemists and multiples who stock the range will receive a monthly call while smaller outlets will be visited every eight weeks.

Unlike Revlon accounts in the past, stockists of the revamped range will not have to undertake to sell-through a certain quantity each year. "The starting order is £468 at trade but after that it is up to the chemist to make his own sales. All we are asking of the chemist is to take the brand and give us the space. In return we will sell him product, make regular calls, introduce new shades and support the brand with advertising and promotions," says Mrs Glazer.

Revlon intend to limit the number of Charlie promotions to four a year, when the device will be used to push a new product or shade. Additions to the range will be restricted to twice a year.

"We have got to create a demand for the range before we start making additions," says Mrs Glazer.

The standard parcel (£468 at trade, representing a value of £828 over the counter) is available with a choice of four self service dispensers, a gondola, a freestanding unit and two counter units (30 by 30in and 30 by 21in). All will feature the new Charlie colours and have testers.

Mrs Glazer hopes that the relaunch of the brand and Revlon's new commitment to the chemist detailed in a retailer's charter, will bring about an increase of at least two per cent in the brand share (currently standing at 1.5 per cent) in the next 12 to 18 months. *Revlon International Corporation, 86 Brook Street, London W1Y 2BA.*

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N.H.S. Limited List Benzodiazepines Sedatives & Tranquillizers

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The list price is as below:

Xanax 60 × 0.25mg = £2.17
Xanax 60 × 0.5 mg = £4.16

Applying the usual 50% on cost formula to calculate private prescription dispensing charges, the maximum recommended prices to patients are as follows:

Price to Patients

Xanax 60 × 0.25mg = £3.25
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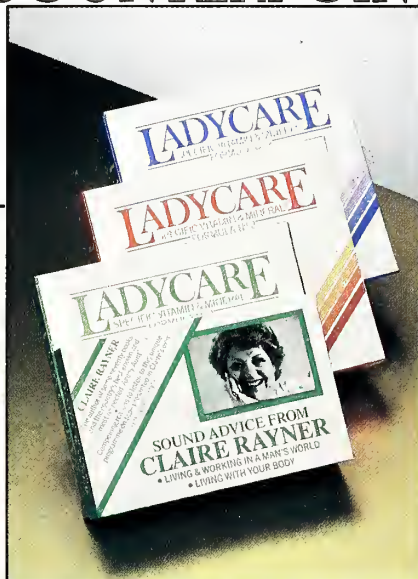
Ladycare offer sound advice

Agony aunt Claire Rayner features in an on-pack offer for Ladycare this month.

Packs of Ladycare number one, two and three carry a free cassette: "Sound advice from Claire Rayner."

Exclusively recorded for Ladycare the cassette covers topics of interest to the product's target market: A, B and C1 women with a positive interest in their health and well-being, say Booker Health.

The promotion is designed to stimulate trial and give the pack effective shelf impact: "The cassette will add immediate tangible value to each pack whilst



reinforcing Ladycare's reputation for a concerned approach to women's health."

Sales of Ladycare doubled in 1984 following repackaging and an advertising campaign, say *Booker Health Foods Ltd, Healthways House, 45 Station Approach, West Byfleet, Surrey.*

Vestric present birthday treat

Vantage are running a "tenth birthday" haircare promotion during May, with special emphasis on own-label shop brand Vantage shampoos, conditioners and setting gel.

A unique Vantage Vosene twinpack will be available to members only. Offers will feature on Harmony hairspray (20 per cent extra value pack), Sunsilk hairspray (20 per cent extra value), Head and Shoulders, Nice and Easy colourants, Mum, Pennywise, Sensodyne, Steradent, Super Snugglers, Topol and Vespere. *Vestric Ltd, West Lane, Runcom, Cheshire WA7 2PE.*

Combe step out in Slip-Stops

Combe International, the makers of Odoreaters, have launched Slip-Stops (£1.99), an adhesive-backed mini-sole for high heel shoes.

The company says about 12 million women suffer from shoe discomfort. Slip-Stops "will provide that extra grip to stop the foot sliding forward in the shoe."

An £150,000 Press campaign will run from May to October in: *The Sun, Daily Mirror, Daily Star, Daily Express, Mail, News of the World, Sunday Mirror, Sunday People, Mail on Sunday, Sunday Express* and *TV Times*.

The product is available in cartons of two pairs from *Nicholas Kiwi Division of Nicholas Laboratories Ltd, 225 Bath Road, Slough.*

Ayds cubes get £1.7m relaunch

Jeffrey Martin are spending £1.7m over the next 12 months to support the relaunch of Ayds slimming cubes. The new range comprises a 30-cube pack (£3.35) for trial usage, and a 60-cube pack (£5.65).

During the launch period of April to June, the packs will be available at special prices (30, £2.99; 60, £4.99). Both sizes are available in vanilla, mint and coffee flavours.

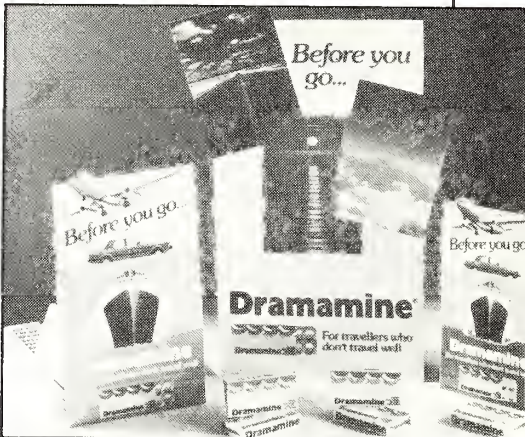
The first burst of the campaign from April to June, is worth £700,000 and includes over 600 30-second radio spots per week on 25 stations nationally, with 90

advertisements in the national Press, including *The Sun, Daily Mail, News of the World* and *Mail on Sunday*. *Jeffrey Martin (UK) Ltd, PO Box 274, 63 Windsor Road, Slough, Berks.*

Cover it up with Innox

A concealing cream designed to camouflage skin discoloration, broken capillaries and dark circles under the eyes, has been introduced by Innox.

The lightly moisturised cream is unmedicated for use all over the body. It can be applied over and under foundation and under powder, says the company, but is not recommended for continuous use on spots. Concealing cream comes in three shades (£1.95). *Innox (England) Ltd, 202 Terminus Road, Eastbourne, East Sussex BN21 3DF.*



Searle Consumer Products are supporting Dramamine travel sickness remedy with new outers (24) and counter-top dispensers. The theme "Before you go... Dramamine for travellers who don't travel well", is featured on all the materials. *Searle Pharmaceuticals, Wharton Road, Morpeth, Northumberland.*

be Prepared with

SHOO!

INSECT REPELLENT

NON-GREASY • ODOURLESS



FOR ANGLERS, CAMPERS, GARDENERS, AND ALL OUTDOOR PURSUITS

Shoo Insect Repellent is guaranteed effective, long lasting and economical. Handy pocket size, unbreakable bottle. It is cosmetically **SAFE** on the skin. (Contains no Toluamides). Available at most tackle shops, chemists and general stores.



Shoo is used by Forestry Workers in the thick Highland woods where the insects are most voracious and it is found to be highly successful.

MADE BY A.P. CUMMING, WOODSIDE LABS, BLAIRMORE, ARGYLL.
TEL: 036-984-265

Sales direct or through UNICHEM.

Watching the women's Press

The following column lists advertisements for chemist merchandise due to appear in the IPC women's Press. The magazines are divided into three categories — weeklies (W), monthlies (M) and magazines aimed at the younger end of the market (Y). The monthly magazines covered are the April editions.

Alberto Culver:	M,	Y
Ashe Double Amplex:		Y
Maws baby products:	M	
Sherleys:	W	
Vitapoint:		Y
Bayer Limits:	M	
Beechams Bovril:	M	
Germaloids:	W,	M
Germolene:	W	
Quickies:	M,	Y
Shaders & Toners:	M,	Y
Bowater Scott Andrex:	W	
Fiesta:	W	
British Chemotheutic Nylax:	W	
Pierre Cardin Choc:		Y
Carnation Slender:	M,	Y
Chanel:	M	
Chattem Mudd:	M	
Chefaro Bergasol:		Y
Confirm:		Y
Chesebrough Pond's Gentle Touch:		Y
Thomas Christy skin care:	M	
Clarins:	M	
Combe Lanacane:	W,	M, Y
Concept Klorane:	M	
Cow & Gate:	W,	M
DDD Dentinox:	W,	M
Stain Devils:	W	
Christian Dior:	M	
Elida Gibbs Pears:	M	
Sunsilk:	M	
Timotei:	W,	M

Eylure 10-0-6:		Y
Farleys:	M	
Health & Diet Slymbred:	M	
Trim 8:	M	
Heinz babyfood:	W	
ICC Anbesol:	W	
Immac:		Y
Preparation H:	M	
Innox:		Y
Johnson & Johnson Carefree:	M	
K Y jelly:	W,	M
Vespre:	W,	M
Kimberly Clark Fems:		Y
Lancome:	M	
G R Lane Maxi Vit:	M	
Quiet Life:	W,	M
Trimline:	M	
Larkhall Labs Lipcote:	W,	M, Y
Estee Lauder:	M	
Lilia White Contour:	M,	Y
Dr Whites:		Y
Lil-lets:		Y
Mason Pearson:	M	
Neutrogena:	W,	Y
Newton Bikini Bare:		Y
Nicholas Labs Almay:	M,	Y
Feminax:		Y
Numark:	W	
Nurse Harvey:	M	
L'Oreal Ambre Solaire:		Y
Belle Color:	W,	M
Color Glo:	W	
Duo-tan:	W,	M
Elnet:	W,	M
Free Style:		Y
Peaudouce:		Y
Pharmax Efficco tonic:	W	
Phillips petcare:	M	
Proctor & Gamble Dreft:	W	
Pampers:		Y
Projectina Vanish:	W	
Rapidol Inecto:	W,	M, Y
Revlon:	M	
Richards & Appleby Buf-puf:		Y
Richardson Vicks Moncler		
Derma:	W,	M

Oil of Ulay:		M
Rimmel:	W,	Y
Robins Seba Med:	W	
Helena Rubinstein:		M
Yves Saint Laurent:		M
Vidal Sassoon:		M
Searle Canderel:		M
Sister Rose Clinics:		Y
Smith & Nephew Nivea:		Y
Marie Stopes:		Y
Tampax:	W,	Y
Thompson Aqua Ban:		Y
Bran Slim:		M
Vichy:		M
Wella:	M,	Y
Zena cosmetics:		Y

New Poly extra

Warner-Lambert Health Care are launching a new hair conditioner — Poly extra care intensive foam conditioner — backed by a television campaign.

Poly extra care — available in three variants for normal, dry and greasy hair (125ml, around £1.60) is being launched in the Central television area in April with the advertising breaking in June.

The launch will also be supported by the distribution of one million 20p and 30p off coupons covering half the market in the test area.

"All indications are that it is going to be a great success," says Neil Wilkinson, Warner-Lambert's haircare marketing manager. "83 per cent of women tested said it was the best conditioner they'd ever used."

While most conditioners merely coat the hair, Poly extra care completely penetrates it, and stays in the hairshaft longer than others, says Mr Wilkinson.

POS material is available. Warner-Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hants.

WHEN KIDDIES SCREAM—THE CRY IS FOR HELP!

HERE'S SOMETHING TO EASE THE PROBLEM AND RESTORE THE CALM



MEDISED suspension, containing paracetamol and promethazine, is especially formulated to ease the problem of treating mild to moderate pain in children aged between 3 months and 12 years.

MedisedTM
paracetamol promethazine HC1
suspension

Further details available on request



Martindale Pharmaceuticals Limited
Chesham Close, Romford, Essex

A British owned company Medised is a registered trademark

For years you've dispensed them. Now display, recommend and profit even more from them.

Orovite and Orovite '7, both leading ethical vitamins in their fields, are now repackaged for new counter display and demand following their removal from N.H.S. prescription.

Independent research has already shown that over one third of G.P.'s will recommend Orovite to their patients as a counter purchase*. The customers are there, the extra profits are there – and so is your Bencard representative with all the details. Contact him/her (or the Company) now!

*Data supplied by AGB-Medilink.



 **Bencard**

Great West Road, Brentford, Middlesex, TW8 9BD.
Tel: 01-560 5151 ext. 3020/3024

Bencard in Pharmacy Practice.

Orovite, Orovite '7 and the Bencard logo are trade marks.

**Limited period
introductory
offer.**

April 1985 15700

Unichem's April classic winners

Unichem's Classic Winners promotion is currently running until April 30. Selected lines will have window bills and shelf talkers.

Products on offer are:

Alberto VOS Alive, Band-Aid, Colgate dental creme, Cosifits, Durex Elite, Nulform, Fetherlite and Gossamer, Nivea creme, dry skin, extra light lotion and freshener, Otrivine hay fever drops and spray, Ponds cream and cocoa butter, Savlon cream and liquid, Silkience conditioner (plus 25 per cent extra), Solmn, Konica films, Sure antiperspirant (plus 25 per cent extra), Sure solid antiperspirant.

Member's offers are available on

Aapri, Alberto jojoba conditioner, shampoo and treatment wax, Andrews Liver Salts, Aqualfresh toothpaste (plus 40 per cent extra), Babyfresh babywipes, Bisodol, Build-up, Coopers flykiller, ant and crawling insect spray and mothproof powder, Dettol Deep Fresh, Dr Whites looped towels, Duracell batteries, Glints, Grecian 2000, Lady Grecian 2000, Handy Andies, Harmony colour foam, Head and shoulders, Iron Jelloids, Johnson baby oil, Kleenex Boutique tissues, cotton wool pads and travel tissues, L'Oreal Freestyle, Mafu flyspray, Creepy Crawly spray, flykiller block, strip and small space, Matey bubble bath, Miss Matey, M&E, Medijel gel and pastilles, Natrena, Nulon (plus 20 per cent extra), Nurofen, Odor Eaters, Oil of Ulay, Night of Ulay, Palmolive rapid shave (plus 25 per cent extra), Phyllosan, Rennies (peppermint and spearmint), Ribena, SR toothpaste, Sure roll-on, Scotties regular, Sensodyne, Speedstick, Supersoft Once shampoo (plus 20% extra), Timotei conditioner (200ml), Trugel, Vapona flykiller strip, smallspace flykiller, aerosol, Insectipen, Velvet perm (natural and colour treated), Vykmin 14, 28 and 56 days, Whistling Pops/Chupa Chups Sherry pack, Woodward's gripe water (150ml), Yeastvite 20s, 50s, 100ml.

Sundries available comprise:

Denman hair brushes, Newtons chirodopy sponge, Benjy Bibs, Bathtel digital bath thermometer, Croydex bathroom range, Sensodyne A-team toothbrushes, Flicker ladies razor, Jordan toothbrushes, Griptight nursery range and Pur Silicone baby range.

Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.

Philips switch on new products

Philips are launching a number of new products including Philishaves, Ladyshaves and haircare appliances. The Philishave and Ladyshave ranges will be supported with a £3.1m TV advertising campaign in the Autumn.

The new range of Philishave double action electronics — three rechargeable and two mains models — all feature the double action system.

Spearheading the range is the rechargeable HP1335 (around £50). Styled in black and silver, the HP1335 is both mains and cordless operated.

The rechargeable HP1339 in black (around £39) has two-way operation — mains or cordless and a charging unit which gives up to four weeks shaving from a 24 hour charge, say Philips.

There are also two new mains models — the HP1606 (£39) with a nine position

comfort control, and the HP1605 (£30). Both have automatic control from 100V to 240V.

The Ladyshave 26 series comprises four new white models with different colour graphics on each. "All feature a superior shaving system called SFR, which combines a straight trimmer with a foil and round trimmer for close, but gentle depilation," say Philips.

The delux HP2602 (blue graphics, £10.95) is operated by two penlight batteries. There are two mains powered Ladyshavers in the range — the HP2611 (turquoise, £12.95) and HP2612 (brown, £14.95) — both of which have a cleaning brush and a removable shaving head for easy cleaning. The HP2612 is dual voltage operating at both 110/130V and 210/240V. The top model in the range is the Ladyshave rechargeable HP2615 (red, £19.95). It operates from rechargeable cells or two penlight batteries and has a separate cordless shaver unit with LED indication for charging.

There are eight new hot brushes and tongs. New features include a steam facility, soft comb tips and the Rollomatic device for easy removal from the hair. All the new models are multi-voltage and range in price from £5.00 to £9.00.

There are also three new round stylers with a selection of attachments for all types of hair and fashion styles.

Philips are also launching a beauty mirror, HP2402 with four light settings. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*

Beecham bike it on Vosene

Beecham are currently running a competition to win 10 prizes of Raleigh bikes for all the family — each prize is worth up to £500 — on special 100ml, 150ml, 300ml and 500ml Vosene packs.

Each special carton is printed with an entry form offering ten opportunities to list eight factors that may influence a family's choice of Raleigh bicycles in order of importance.

"The strong family appeal of this competition will help boost Vosene sales among UK families," says Ian McPherson, marketing manager. *Beecham Proprietaries — Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*

PRESCRIPTION SPECIALITIES

Joint project human insulins

A range of U100 human insulins have been launched under the Nordisk Wellcome logo.

Human Velosulin, Insulatard, Mixtard 30/70 and Initard 50/50 come in vials of 10ml containing 100 units insulin (£6.95 trade). They are semi-synthetic, highly purified human (emp) insulins developed by Nordisk Gentofte A/S in Copenhagen. They complement the existing porcine insulins, say Wellcome.

To help complete the U100 changeover Nordisk and Wellcome are distributing, to pharmacists, labels telling patients that U40 and U80 insulins are being phased out and to consult their doctor. *Wellcome Foundation Ltd, Crewe, Cheshire.*

Pyridoxine tabs

A dispensing pack of pyridoxine Roche tablets 50mg (500, £6.69 trade) is being introduced because Benadon is now blacklisted.

Steve Buchanan, consumer division

manager at Roche comments: "We believe the growth of the pyridoxine market will be maintained and Roche is determined to keep its market share". But the company stresses the move does not mark its entry into marketing generic medicines in general.

Benadon remains available and will be promoted to the public as an OTC, say *Roche Products Ltd, Broadwater Road, Welwyn Garden City, Herts.*

BRIEFS

Xylometazoline Tariff amendment: On April 1 the Drug Tariff reimbursement for xylometazoline nasal drops increased to £0.43. This takes account of the retail and trade price increases for Otrivine (£0.43 trade, £0.74 retail) operative from the same date, say *Ciba Consumer Pharmaceuticals, Wimblesbury Road, Horsham, West Sussex RH12 4AB.*

Augmentin in 500s: Due to increased demand for larger dispensing packs Augmentin is now available in 500 tablet packs (£145 trade) *Beecham Research Laboratories, Beecham House, Brentford, Middlesex TW8 9DB.*

This
man
is no
longer
troubled
by
period
pains.



That's because his customers aren't.

Although many women were suffering with period pains, it was surprising how few would consider taking anything for them.

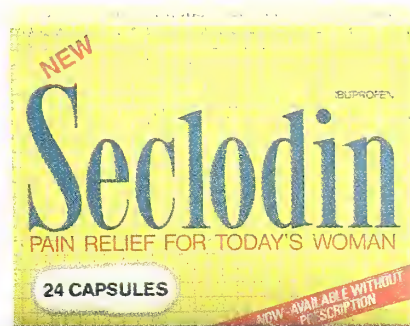
But now all that is changing, because at International Chemical Company, we've developed 'Secloclin'.

Secloclin contains Ibuprofen (200mg), which, as you know, is probably the most effective remedy for this particular problem. But, unlike other Ibuprofen-based pain relievers, Secloclin comes in easy to take capsules.

Furthermore, it is the only one to be specifically positioned to combat period pains quickly and effectively. Which is why it'll be in demand.

We'll be telling your customers all about it with a series of colour ads in women's magazines. We'll also be running an extensive PR campaign, so you'd be wise to stock up now.

Secloclin is available with a special trade bonus from your ICC representative.



Pain relief for today's woman.



The stick.

1984 saw the sales of stick deodorant double. 1984 also witnessed Mennen Speed Stick in the year of its UK launch, become the leading brand in volume terms.

And 1985? The market trend shows no sign of slackening. While for Speed Stick itself research suggests that, having tried it, customers stick with it. (Sorry!)

We're also launching a new musk fragrance to join our Regular, Herbal and Spice Stick



£2m

The carrot.

And in April, we'll have new commercials on air. Backed by £2 million, for the spring, summer and autumn. (Duplicating our 1984 record of being the biggest advertising spender.)

We've also got three major promotions planned to happen in '85. Completing the biggest ever support package for this kind of product.

Your part is simply to stock our sticks. Call us on (0372) 66891.



**Chemist
Brokers**

Speed Stick is a **MENNEN** product

ANNE FRENCH*

DESIGNED FOR CLEAN FACES - AND CLEAN SHELVES

TAKE ONE NEW DESIGN

Anne French has never looked so good. And its sales potential has never looked so good either.

There's Anne French Deep Cleansing Cream, Deep Moisturising Cream and Glow 5* Face Mask.

And we've re-designed the packaging for Anne French Deep Cleansing Milk. Now it's available in new metric sizes of 200ml, 100ml and 50ml, in a sleek new bottle.



ADD A NEW T.V. CAMPAIGN

A brand new TV commercial will create additional interest in the brand this year. Have you placed your order yet?

PLUS PRESS ADVERTISING TO THE VALUE OF £450,000

A heavyweight national magazine campaign in publications such as Patches, My Guy, Blue Jeans, Jackie, Just 17 and Look Now will help to make Anne French the name on everybody's lips. (Including your customers!)

TOP IT ALL WITH PROMOTIONS AND P.R.

To back up all our activities, we're further supporting Anne French products with exciting promotional and PR work. Order the complete range - and watch it vanish clean away.

You can order Anne French products by contacting your ICC representative or: International Chemical Company Limited, 11 Chenies Street, London WC1 7ET. Telephone: 01-636 8080.



*Trade Mark

AND YOU'LL CLEAN UP ON SALES, TOO.

A century's service to photography

Sangers Photographics are 100 years old this year. C&D asked managing director Frank Hatton to recall some watershed years

1885: Southall Brothers & Barclay, a well-established pharmaceutical manufacturer based in Birmingham, decided to open a scientific apparatus department to sell, among other things, chemicals and equipment to the then-emerging photographic trade.

Everything they sold could then go through a single "shop" the partnership operated from their Broad Street factory. "To say we were supplying films would, of course, be quite wrong" says Frank Hatton. "But we were offering a range of apparatus and plates."

1898: Southalls had been successful enough for the partners to change it into a limited company. The original shares created carried a nominal value of £200,000.

1922: The scientific and photographic side, an offshoot from Southall's main business in pharmaceuticals and dressings, was moved to its own premises in Corporation Street.

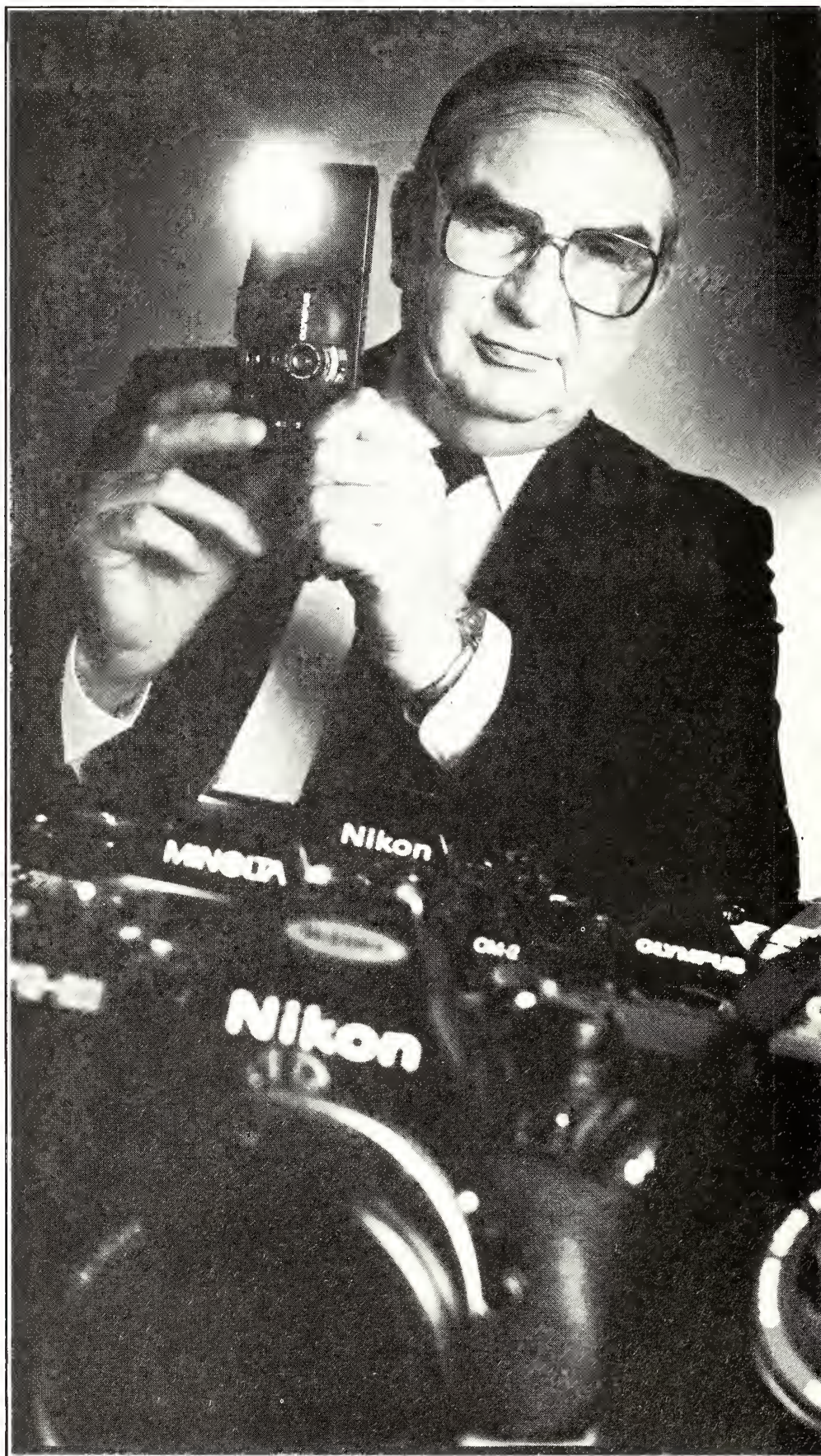
1933: The rest of the company's operation moved to a larger home in Gooch Street. Amateur photography was beginning to break through although, as Frank Hatton points out, "it was still very much a rich man's hobby."

Photographic goods were still sold almost entirely through chemists, although there were a few specialist dealers emerging.

1935: Sangers, then a London pharmaceutical distributors with a history even longer than Southalls, were looking to expand their business in the Midlands, and bought the smaller company.

Southalls had been badly hit by the recession of the early 30's, and were already

Chemist & Druggist 6 April 1985



PHOTOGRAPHIC

"People are getting a fantastic bargain on D&P" says Agfa's Peter Brazier. "Prices must rise."

under pressure from Sangers' excellent Birmingham service.

Southalls had already been looking at the possibility of simplifying the company's business to concentrate on the dressings operation — their most important.

Sangers paid £220,000 for the rest of Southalls, creating a new company: Southalls & Barclays (1935). The original company, now Southalls (Birmingham), eventually became part of the Smith & Nephew group.

It was also in 1935 that Alfred Walker, Frank Hatton's predecessor as managing director, joined the company.

The Limitation of Supplies Act, introduced as World War II began, forced the photographic division, along with the rest of the company, to eke out what raw materials were available.

"Of course, the supply of films to professional photographers remained very important," Mr Hatton points out. "Not only because they still had to make a living, but because wives and sweethearts wanted to have their pictures taken and sent to the men overseas."

On November 14, 1940, Southalls Gooch Street site was destroyed in a heavy air raid. Over 600 high-explosive bombs were dropped on Birmingham that night, together with land mines and incendiaries.

The next morning, businesses previously operating from Gooch Street were crammed into photographic's basement in Corporation Street as an emergency measure.

Southalls bought C.H. White, a small chemists' wholesaler in Smethwick, simply to have somewhere to put their pharmaceuticals operation.

Frank Hatton joined the company, having just left the Royal Navy. "When I joined the company, the total turnover of scientific and photographic was no more than £65,000 — and scientific by far the larger contributor."

It was during the post-war years that photography started to reach the man in the street. "There was a range of box cameras available, priced from 30 bob to £2 2/6" Frank Hatton remembers. "And there was plenty of film around."

Work started on new, larger premises on Southall's Gooch Street site. Import restrictions following the war were still in force.

"Even if a camera was passed for import, it couldn't be brought into the country unless it cost less than £5 from the factory."

The new building at Gooch Street was complete, and it was decided that either the scientific or photographic operation should move there. "One of the departments had to move there because there was room; it made sense, and they'd help pay the rent," Frank Hatton recalls.

"I was given a choice of which way to go, and rather to the surprise of Sanger's directors, I chose photo."

"They asked me why, and I said I could see a time when that side of the business would be able to achieve sales of £150,000 a year. At that time our annual photographic turnover was about £60,000-£70,000. The directors nearly fell off their chairs, and said 'Well, if you can see that, you stay with photographic.' So I did."

It was also in the mid-50's that import controls were finally lifted from Germany and Japan. "A very big step forward."

Photographic distribution had changed enough by this time for Southalls to close their factory's retail side.

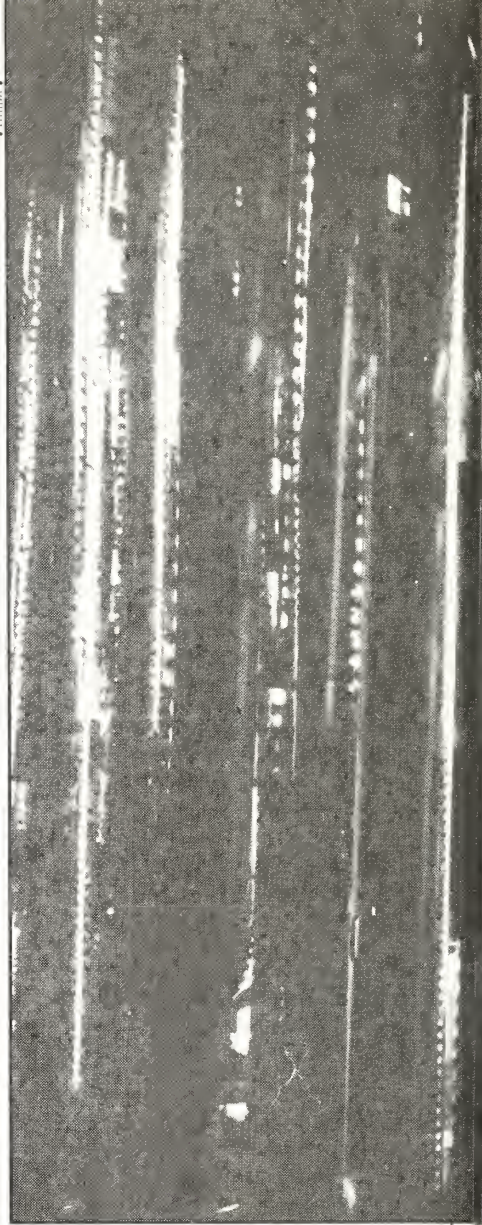
Alfred Walker became managing director of the company, as the 1935 designation was quietly dropped from the name.

The pharmaceuticals business at Southalls was closed, leaving the company's only interest in scientific and photo. Pharmaceuticals had been losing some £200,000 a year. Sangers, putting their whole house in order at the time, realised £480,000 from its closure — £280,000 in transferred stock and the rest from sale of premises.

Alfred Walker retired, leaving general manager Frank Hatton to take over.

Southall's scientific operation was closed down, and the company name because Southall's Photographics. "Scientific analysis was becoming much more specialised, with electronic methods replacing chemical. So our market for chemicals was obviously drying up," Frank Hatton remembers.

Frank Hatton decided the time had come to broaden the company's management team. "For too many years, under either Alfred Walker or myself, it had been a one man band," he says. The process started with recruitment of John Foster from Fallowfields, and continued with the arrival of Terry Norris, and an expansion of the sales force. A year later Sangers matched Fallowfield's £9m sales for the first time.



A final name-change took the company to Sangers Photographics. Frank Hatton had been reluctant to make the change. "I'd always felt Southalls to be a very valuable name," he says, "and one which was held in a great deal of affection. I eventually succumbed when the Sangers Group were looking for a corporate identity."

The Image voluntary trading group was born. The company was ready to expand again, but had clearly outgrown Gooch Street.

"We had this huge building which had been rebuilt in 1954 to house the pharmaceutical business. Sangers' pharmaceutical distribution business was going through some very difficult times, so the idea was to sell the building, get some money in the kitty, and move photographic to its own premises. We were only occupying two of the eight floors and our warehousing arrangements there were far from ideal."

The idea obviously made sense, and Sangers moved from Gooch Street to their current headquarters on the outskirts of the town centre in Pitsford Street.

Despite the effects of the recession, Sangers were

Chemist & Druggist 6 April 1985



able to buy Fallowfields. Their sales of £15m by this time eclipsed the smaller company's £6m. Sanger's pharmaceutical distribution operation was wound up.

On the buying trail again, Sangers bought the Fotovalue name, together with the company's stock.

They also invested over £200,000 in their own computer system. They'd previously been getting some computer support from Sangers' group head office. "But the problem was, we were hooked onto the back of what was basically a pharmaceutical system."

A new company, Actina, was created to specialise in Sangers' agency imports and the remaining business split in two (wholesale and distribution) to allow for separate profit centres. Actina is headed by John Foster, wholesaling by Terry Norris and distribution by David Higgins.

Frank Hatton is reluctant to look too far into the future, but is confident for the next few years. "Bearing in mind that growth now is set at only 2 or 3 per cent a year, I can see us enjoying reasonably good business, certainly for the next five or ten years," he says.

Chemists fight back in 1984 – but will it last?

The big manufacturers agree chemists made something of a comeback in both film sales and D&P last year, though how it happened they're not quite sure. Even so, they say there's no reason why the trend shouldn't continue.

Both Agfa and Kodak agree the chemist and other retailers managed to win back some ground lost to mail order D&P in 1984.

Bob Mayson, of Kodak's finishing division, puts the rough figures like this: "Mail order in 1980 would have accounted for about 35 per cent of the market, rising to 50 per cent in 1981. By 1984 the figure was back at 35 per cent."

"It was a larger market all round in 1984, but the chemist definitely won some of his old trade back in both film sales and D&P," says Peter Brazier, consumer products

manager at Agfa.

"Something happened in the chemist sector which hadn't happened before. They seemed to increase their activity and visibility, and as a result grew quicker than any other sector.

"Generally speaking, it was a good year. We had exceptional weather, got off to a very early start, and if you want to give me a Christmas present, I'd accept a repeat of last year very gladly.

"I thought it was nice to see, instead of chemists' shares being eroded every year, them making a comeback. They're fighting and that must be good — they shouldn't retire yet, mind you, but they've made a start."

And will the pharmacist's revival continue? "Who knows? I see no reason why it shouldn't, but strange things happen in this market. I can't see it being cut off at the moment." Meanwhile, the market continues to move towards a polarisation between disc and 35mm, affecting both film sales

and the associated processing.

126 seems to be dying as a film size, although it will still be some time before the remaining 126 cameras in use work their way out of the market. Peter Brazier says there's still high volume in 110 processing, with "quite a few years before that becomes disinteresting."

Bob Mayson's sketch of the market gives 35mm 38 per cent of D&P activity, 110 35 per cent, disc 14 per cent and 126 10 per cent. "Others" account for the remaining 3 per cent. "There's still plenty of 127 films floating around," he says.

Agfa recognise the role disc has to play, saying the development of a disc format film of their own has "moved very much up on the priority list," but see the real bonanza as happening in 35mm. "There's a lot of new cameras coming out in 35mm," explains Peter Brazier. "And they're coming down in price, as well as starting to offer features like auto-focus.

"Disc will still grow, but I think these trends in 35mm may start to take some of it away. The trade have really got behind 35mm, and they're more likely to recommend it than disc. And the quality of the final picture is obviously better."

On film sales, reversal film is continuing its slide. "The problem with transparencies, is the fuss needed to view the pictures," says Peter Brazier. "We live in an age where everybody wants to do things immediately. I think it's a shame, because there's no comparison on quality. But that's the way the market's going, and perhaps we won't be able to do much about it."

Room for expansion

There remains plenty of room for expansion in the film and D&P market, with many UK consumers still only bringing out the camera at Christmas or on holiday.

"To me, the best way of getting good pictures is to take a lot of each subject, and pick the best," says Peter Brazier. "But that's a difficult message to get across to people, because you're saying 'Buy more of my product,' and people tend to be suspicious of messages like that."

The rest of Europe uses more film than the UK, although the type of pictures taken are much the same. "It's still holiday snaps and grannies at Christmas, but they tend to have more grannies," as Peter Brazier puts it.

Europe also seems more quality-conscious with a correspondingly higher market for 35mm. America and Great Britain remain the only countries to have taken to the disc in any numbers.

Pictures as gifts or posters are seen as another area with potential. "Anything that gets more pictures taken has got to be good for the whole market," Sangers' Frank Hatton points out.

KMS from A-Z

Hands up all those with a Kodak Monitoring Service sticker in the window — OK, lots of you. Now hands up all those with any idea how the system actually works. No-one? That's what we thought.

Each year Kodak's finishing division entertains 70 or 80 virgins at their Hemel Hempstead offices. That's what they call the fledglings who want to get in on the mini-labs business, but aren't quite sure where to begin. And that's where the monitoring service can start to make its influence felt.

"If we can instill in them the idea of quality developing from day one, we're half way there," explains KMS's Bob Mayson.

Of course, the 150 mini-labs they serve are only part of KMS's problem. There's also 185 independent laboratories and some 200 micro-labs, similar in size to a Kis model.

All receive weekly parcels

from KMS containing

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postage-paid

envelope.

The labs

receive

one film

for each

machine

and film

size. When

exposed on the

individual labo-

ratory's equipment,

the film shows 10 graded

areas of grey, together with dots

of magenta, yellow and cyan.

KMS then examine the results using a densitometer, which measures the density of greys produced, to see they fall within the company's accepted band of tolerance. These tolerances are arrived at by comparison with a similar film processed under ideal conditions by Kodak themselves.

"A" category films are those with no problem, perhaps lighter or darker than the optimum, but close enough for the difference to be accounted for by mere "noise" in the system. "B" films show unacceptable variation, but so little it would be unlikely to be detectable to the naked eye.

"We can use the densitometer to diagnose problems to some extent," explains Bob Mayson. "We can get in touch with the lab, point out where their problem may lie and help them put it right before results get to the category 'C' stage — bad enough for people to start noticing they're getting poor prints back.

"Of course, the laboratories themselves

are anxious to keep their standards up, so we usually find a telephone call's enough to sort the problem out. With the larger labs, we're just providing a back-up to their own quality control services anyway."

The company also has technical sales reps on the road, who can warn lab owners when they've got a problem. Results from the densitometer are collated on monthly computer print-outs, giving the reps regular reports to work from.

Kodak find good results in labs right across the size spectrum, although they admit to "having to peddle a lot harder to get there" with some of the small operators.

"The thing to remember is that bad prints can harm the whole industry. People think 'oh well, I don't take good pictures' and the camera goes back in the drawer for another year," says Bob Mayson.

"And lab equipment is a major investment. It'll cost you around £1/4m for a machine capable of turning out something like 15,000 prints an hour, so you

need to maintain quite a

level of business to

keep your invest-

ment working

fully for

you."

The

computer

reports

produced

from KMS's

densitometer

results are also

used in putting

together the com-

pany's quality awards.

Each lab starts the month with a

score of 100 per cent. They then lose points for every "B" or "C" scored.

The top scorers — maybe 40 or 50 a month — are then tested further, with Kodak anonymously sending in films via dealers they know use the particular lab.

"There was a time when we may not have been very subtle with these films," remembers Bob Mayson. "The old joke was they'd contain shots of men in Kodak caps holding colour test cards. But I think we've got to the stage where they're pretty well impossible to spot."

Laboratories again lose points for any faults spotted in colour balance, density, cutting, sharpness, and so on. A score of 97 per cent entitles the lab to a place on Kodak's table of merit for that month.

A score of over 97 per cent for two consecutive months wins the lab a silver award, while a qualifying score for four months running nets a gold.

"You've got to keep the standards high, or the whole system becomes devalued," says Bob Mayson.



Richard Cross, managing director of Regency sees disc as a way of helping to achieve this. "Children can start photography earlier, and people who have never taken pictures before may be tempted to begin," he says. "However, we would hope and recommend that those who enjoy photography would upgrade to 35mm in due course."

Regency's figures on D&P across different formats show a more extreme market split than Kodak's. They give 110 27½ per cent, 126 just 4 per cent, 135 53.8 per cent and Disc 14.7 per cent.

Richard Cross predicts gradual growth towards the 60 per cent mark for 35mm over 1985. "The only limiting factor on 35mm now is price," he says. "And I am sure we'll see price reductions on the compacts very soon. 126 has gone below 5 per cent quicker than we thought, and 110 is similarly dying fast. We believe disc will hover at around 15 per cent for the next six months.

"Prices of D&P remain remarkably low. Laboratories and chemists should recognise the real value of the product and not indulge in ridiculous price-cutting wars."

A lesson learnt from pharmaceutical wholesaling perhaps?

Colourcare put the total market for D&P at 75 million films a year. Retailers should be able to increase their share of this figure further as mail order continues its decline in 1985, says sales director Mike Round.

The company puts volume growth in D&P at about 5 per cent a year — about the same as Regency's figure for the industry as a whole. Retail D&P 66 per cent.

About a quarter of Colourcare's business goes through independent chemists, they say, while Regency now say they have made up for the business lost when the Boots account went elsewhere last year.

Retail takes 66pc

Retail accounts for some 66 per cent of the D&P market, say Colourcare, who join Agfa and Kodak in advocating the "prints as presents" strategy.

Fuji, also report a good 1984, with their film sales 30 per cent up on the previous year. They say over 80 million rolls of film, with a total retail value of £168m, were sold last year. Chemists accounted for around a

third of this total. 35mm is "the fastest growing area of consumer photography," they say.

On the products and promotions front, Agfa are concentrating on slimming down their 35mm film range to offer consumers a clearer choice.

Their new slide film, the process-paid Agfachrome CT100, leaves the reversal range with two films and the negative range with three. Agfachrome is now available in 100 and 200 ASA speeds, while Agfacolor offers 100, 200 and 400.

"We've dropped 20 exposure films on the reversal side because that's the way consumers were buying," says consumer products manager Peter Brazier.

Consumer advertising for the company's films, carrying the copyline "Natural colours" will appear in the specialist and enthusiast photographic Press throughout the Summer. A full range of POS material is available.

Image's main current promotion offers consumers who buy Kodacolor disc, 110 or 126 film from Image stockists a 50p-off D&P voucher. The vouchers, provided at the



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counter, are cashable at any Image dealer.

"This means all our members are helping each other," explains Image director Terry Norris. "And hopefully they'll get two bites of at the cherry and attract D&P business as well as the film purchase."

Consumer advertising in the national newspapers and the women's Press started at the beginning of April. Again, POS support is available.

Kodak announced details of their Spring and Summer promotional push a month ago. They will be spending £5m on giving independent photographic dealers the professional POS and marketing back-up they need to compete with the multiples.

Free gifts to offer customers range from frisbees, baseball caps and a range of beach goods. Television commercials will focus on the Kodak Monitoring Service, carrying the message "For pictures that match the memories." Other activity includes an added-value offer of a free lens brush with twin packs of Kodacolor and Kodachrome 35mm film and free processing vouchers for disc users.

The company have also tied up a deal with Japanese camera-makers Chinon. The Japanese company will produce 35mm cameras designed to Kodak specification, and carrying the Kodak name. Kodak will also be involved in making the cameras at their Rochester apparatus division. The range should reach the market in 1986.

New 35mm compacts

Latest UK addition to the market for 35mm compact cameras is the Canon MC10, being sold in now. Built around the Original MC, the camera offers easy loading, automatic wind-on and return, and a detachable automatic flash. It is available in grey, brown and green.

"The MC10 provides an ergonomically designed camera for the expanding compact market," say Canon, "— those people who would like the capability for top-quality photography in an easy-to-use package." Recommended retail price is £110.

Another recent arrival to the ranks of 35mm compacts is the Hanimex 35SF. Carrying a built-in flash and automatic film rewind. "Everything about the 35SF has been geared to providing fussless photography," say the company.

Konica have given their EFP2 35mm compact (£32.95) — winner of *Camera Weekly's* "camera of the year" award — a facelift for the Spring.

It now appears as part of a set, offering camera, batteries, strap, pouch and film in a presentation pack.

Fuji have two new entrants to the 35mm compact market. Both use the exclusive drop-in loading 35mm cassettes.

The DL-50 (about £89.95), featuring



Kodak consumer manager Vick Hammond points out that the company's Disc has now been the country's best-selling camera for two years

The French connection

There's been plenty of activity among the big laboratories front over the past few months, with the most dramatic development being Kodak's move from Hemel Hempstead to Sevrans, near Paris, for their slide processing.

Regency have recently committed themselves to a £300,000 investment in new equipment at their Enfield Laboratory. Their Leicester facilities have also been improved. The main addition at Leicester is a £22,000 Fuji colour printer.

Grunwick are spending £10,000 to launch their Fotocolour banner. Redesigned POS material, a regionally-based advertising campaign, and calls from sales promotion assistants (as well as humble reps) will push the new identity.

Photoplus are currently settling into a new HQ, with additional new plant and machinery to get used to.

KIS, the country's major mini-lab company, are extending their marketing support for the retailer, with

help on POS and advertising support, plus visits from the company's retail operation consultants. Local seminars for KIS dealers have also been organised.

Kodak claim their move to Sevrans will not affect the speed with which they can return process-paid slide films to the consumer. On the contrary, the technical facilities there will give them a greater degree of consistency in delivery times, even in the peak Summer period, they say.

Agfa's Peter Brazier takes a different view. "I believe we were offering a superior service before," he says. "And if you decide to move out of the country that's not going to make your service quicker... it's going to add days on."

Tiptoeing away from the argument, C&D decided to set up a little test. We took a totally unrepresentative sample of one film each, used them up, and mailed them to the respective labs — Agfa in Wimbledon and Kodak in Sevrans.

They were both posted on Thursday, March 14, in time to catch the 1.30pm collection from Tonbridge, Kent. The Agfa film arrived back on Wednesday March 20, and the Kodak one on Friday, March 22.

And from that you may draw precisely what conclusions you will.

autofocus, automatic wind-on and rewind, built in flash and automatic exposure control, is described as a "true all-round snapshooting camera". It measures 24mm x 36mm.

Its sister camera, the DL-200, has all the features of the DL-50, plus DX automatic film speed setting and what the company call "film-rewinding".

This provides a motor which automatically winds the film right through as soon as the camera's back is closed. Exposures are then counted through in reverse order" so the photographer is never left in doubt as to how many more pictures he can take, no matter what exposure film he is using."

When the last shot has been taken, the DL-200 (around £120) automatically winds the remaining film back into the cartridge. The camera also has automatic flash and a 10

second timer. It can cope with film speeds right up to the super-fast HR1600.

Polaroid have renamed their Sun cameras Supercolour, and have a promotional tie-in with Sealink Ferries for their instant-development products.

Until September 7, customers buying a 600 camera, 5 packs of SX-70 or T600 film, 5 Supercolour video cassettes or a Polaroid instant slide processor will be able to use their registration card or film pack ends to buy free travel for Sealink travel vouchers worth up to £30.

Presumably, Polaroid UK will not run into the same problems their American parent did when they organised a similar promotion with TWA. There, the promotion offered discounted air travel on TWA for camera purchasers. But the offer contained no "one per customer" clause — customers simply had to buy a camera.

Fuji, also taking to the sky, will again be using their company airship in this year's promotions. Last seen at the 1984 Olympics in Los Angeles, it will appear in the company's new television appearances, which spearhead Fuji's £1½m consumer spend. Below-the-line support is also promised, with the airship again appearing on POS material.

Photoplus, currently settling-in at larger premises, put the UK photographic market at £700m. They have now added a 15-exposure disc film to their process-paid range, distributed largely through supermarket outlets. "Disc now accounts for around 13 per cent of the film market," says managing director Hal Briscoe.

Extra profit

Hanimex have redesigned their 110 camera range in silver and added a new collection of 110 size cases, retailing at between £3 and £5.

Ilford have added a HR400 negative film to their range. Available in 24 (£3.35) and 36 (£4.28) sizes, it has improved grain and sharpness characteristics, they say.

Deacon Hall, a new company, suggest photo frames as a profitable accessory line. Their range comprises a 3" x 5½" frame at £0.89, a 6" x 4" model at £0.99, and a 7" x 5" frame at £1.10.

Alpine Laboratories have extended their teleprint service — which transforms colour slides and transparencies to videotape for viewing on a home television set — to also include the transfer of images on cine film.

The system works through independent retail outlets, in the same way as conventional print processing. The transfer of 30 photographs from print to videotape will cost consumers £4.50.

"The retailer's profit is unlikely to reach that of colour film processing" explains company director, Nigel Greenstreet. "But the service can certainly make a very acceptable contribution to a shop's takings and customer flow".

Most of the companies represented here will also be at Photoworld — to be held at London's Olympia at the end of this month.

Features at the exhibition this year include a magic mirror show from Kodak and the chance for some glamour photography with "page 3" girls Samantha Fox, Linda Lusardi and Debbie Ashby.

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"Misconduct" for dispensing massive pethidine overdose

Essex pharmacist Mr Wilson Sokoh, found guilty of professional misconduct for mistakenly dispensing a massive overdose of pethidine for a man dying of cancer, has been reprimanded by the Pharmaceutical Society's Statutory Committee.

But the Committee's chairman, Sir Carl Aarvold, told him at last week's hearing that it would not be right to strike his name from the Register.

Mr Sokoh was pharmacist-manager of Kingswood Chemists in Leigh Road, Leigh-on-Sea, last May when he made up a prescription for Mr Bert Hoare, of Dundonald Drive. Mr Hoare was terminally ill, suffering from cancer of the brain. Two days after the prescription was made up, he died.

Mr Josselyn Hill, for the Society, had told the Committee that on the day of his death Mr Hoare had taken three 5ml spoons of Brompton mixture. A few days later, a society inspector. Mr Martin Ibbitt, making a routine visit to the pharmacy, saw the prescription written for Mr Hoare by his GP, Dr Neville Carlile. He thought it was unclear, and asked Mr Sokoh what he had dispensed.

Mr Sokoh said he had made up 150ml, containing 7,500mg of pethidine — 50mg of pethidine for every millilitre of mixture.

But, said Mr Hill, Dr Carlile had told the inquest on Mr Hoare that he intended 50mg of pethidine in every 15ml of mixture. Mr Sokoh told Mr Ibbitt that he did not check with Dr Carlile, but had referred to pharmaceutical manuals which indicated a possible maximum daily dose of 900mg.

He decided to tighten up the doctor's direction on the administration of the mixture by telling Mr Hoare's brother, who collected the prescription, that not more than three 5ml spoonful should be given in 24 hours. Mr Sokoh had said that Mr Hoare's brother needed the medicine urgently so out of sympathy he did it for him.

Mr Sokoh, now working as a superintendent pharmacist and manager for another firm in Southend, denied the misconduct allegation. He said he felt "really sick" when the Coroner's verdict linked Mr Hoare's death to pethidine. He was sure that if his instructions had been carried out, Mr Hoare would not have had pethidine poisoning. He knew there was

no way he could contact the doctor as it was outside his surgery hours.

Sir Carl said that the medicine dispensed by Mr Sokoh was 15 times the strength intended by the doctor. The Coroner had recorded a verdict that the cause of death was pethidine poisoning due to an accidental overdose of the drug.

Sir Carl said: "The Committee is satisfied that the prescription was not as clear as it could, perhaps, as it should have been. But the strength of the medicine dispensed was such that it called for careful inquiry by Mr Sokoh to establish that he had made no error in interpreting the prescription. It was incumbent on him to check with the doctor that no mistake had been made. Mr Sokoh made no inquiries and that failure amounted to misconduct."

Sir Carl added, "We did not inquire into the question of how much the patient's life might have been shortened by this error, nor from what discomfort he might have been relieved as a result. This is outside the scope of this Committee."

They were impressed by Mr Sokoh's frankness. He was a caring pharmacist who took pride in his profession and in his determination to fulfil its demanding standards. But doctors' prescriptions had to be read with the greatest possible care, and if there was doubt it was essential for pharmacists to check with the doctor concerned as to the correctness and accuracy of the prescription.

Mr Sokoh had made an error that had to be brought to the attention of the pharmaceutical profession as a whole.

Admonished for forged script

A conscientious and reliable pharmacist was admonished last week for an isolated mistake she made when a forged prescription was presented at the Rowley Regis pharmacy where she was the superintendent pharmacist.

Mrs Yvonne Bicknell appeared before the Statutory Committee following the conviction by Warley magistrates against the owners of the pharmacy, Lane Hingley (Blackheath) Ltd, Wolverhampton, for unlawfully supplying unprescribed Ativan tablets. The company had pleaded not

guilty to the charge.

Mrs Bicknell of Halesowen, West Midlands, was in charge of the pharmacy in High Street, Rowley Regis, in January 1983 when the script was dispensed.

Mr Josselyn Hill, for the Society, said that the prescription was written by a local doctor in 1973, and was presented by an unknown person. It was a genuine prescription form but was presented ten years after it had been prescribed with "certain additions". The direction for the supply of Ativan was forged and the date had been altered from 1973 to 1983.

Mr Christopher Collier, the Society's inspector, said that the prescription was referred to the Society by Sandwell Family Practitioner Committee, and the GP concerned, Dr S.V. McAndrew, had confirmed that the prescription had been written by him in 1973, but that the subsequent changes and additions had not been made by him.

Mrs Bicknell, when questioned, said that she did not remember dispensing it, but agreed that it was dispensed under her supervision. She said that if she had thought it was a forgery there was no way she would have dispensed it.

Mrs Bicknell made no attempt to hide anything when she was questioned. She told the Committee that she did not remember telephoning the doctor, but she must have telephoned either him or his surgery because there was a written record of a check being made on the prescription itself. She had now changed her practice when querying a prescription, and insisted on patients returning to the surgery to obtain the doctor's signature on any alteration. This particular doctor's writing was appalling.

Mrs Jeanette Emms, a dispenser at the pharmacy, said Mrs Bicknell was a most competent pharmacist, extremely thorough and particular about her work. She would never dispense any prescription about which she was not entirely happy.

Mr John Bosomworth, for Mrs Bicknell, said she was a conscientious and reliable pharmacist. It was a most unfortunate thing to have happened to a young woman almost at the outset of her professional life.

The Committee's chairman, Sir Carl Aarvold, said: "When you look at this prescription the supply of Ativan is clearly an alteration. It called for very careful scrutiny". Careful dispensing was the basis of trust placed in the profession. "There was a failure by Mrs Bicknell, but we consider her to be completely honest, straightforward and a good pharmacist. This was an isolated mistake".

He said that an admonition would also be addressed to the company.

Dud cheques mean no restoration

An unemployed Bradford chemist who obtained £280 with dud cheques will not be able to practise as a pharmacist again without permission from the Statutory Committee, despite his plea for a chance to restore his reputation.

Mr Gerard Burden, who was previously in business in Selby, did not attend the hearing but wrote saying he could not afford to come to London.

Mr Josselyn Hill, the Society's solicitor, said that Mr Burden's name was removed from the Register of Pharmaceutical Chemists in May 1983 because of non-payment of his registration fees. That same year the Committee investigated allegations of theft against Mr Burden from his employers, a pharmacy company, between October 1980 and January 1981.

The Committee ordered that he should not be restored to the Register unless they otherwise directed, but at the end of July 1983 he started passing cheques in Harrogate.

Clemency for sick pharmacist

A sick pharmacist is to be allowed to remain on the Register, despite past complaints that his pharmacy was a potential hazard to the public.

The Statutory Committee was told Mr John Bates, of Wandsworth Common, who had been on the Register for 51 years, would not be practising again. At a previous hearing his wife, Mrs Winifred Bates, said that striking her husband of the Register of Pharmaceutical Chemists would kill him.

The complaints made in 1981, related to the way Mr Bates ran his pharmacy in Belle Vue Road, Tooting.

It was alleged that critical reports had been received by the Society as far back as June 1967.

It was said that Mr Bates ran the pharmacy in a way which could cause a potential hazard to the public and bring the profession of pharmacy into disrepute.

Much of the stock was found to be out of date. It was also alleged that in April 1983 Mr Bates supplied an out of date bottle of ear lotion and did not appear to

He pleaded guilty at Harrogate Magistrates Court in February last year to obtaining money by deception and asked the court to take into consideration five similar offences. He was fined £50 on each charge and ordered to pay compensation.

In his letter to the Committee Mr Burden said that after running his own pharmacy in Selby for some years, he was forced into liquidation by a colleague "leap frogging" his premises.

Following the hearing concerning his earlier offences he lost his wife and family and eventually there was a divorce. He found himself without a home, family or profession but instead of seeking help, in panic he committed the cheque offences.

Mr Burden was admitted to hospital in January suffering from acute depression and unless his name was restored to the Register he had very little future. He qualified in 1960 and had always upheld the ethical traditions of the profession.

Committee chairman, Sir Carl Aarvold said that Mr Burden had had a sad, pathetic history when his life should have been one of pride and distinction as a pharmacist.

There was nothing they could do except to repeat the decision they had made in 1983, that Mr Burden should not be restored to the Register without the Committee ordering otherwise.

think it dangerous or irresponsible to dispense out of date medicines.

Mrs Bates told the Committee that the business was being liquidated. Her husband's health was bad and it would be quite impossible for him ever to practice as a pharmacist again, although his retention fees has been paid to the Society for this year.

Mr David Reissner, for Mr Bates, said that the case first came before the Committee two years ago and was adjourned to see whether conditions improved in the pharmacy. It came up again a year ago when the Committee heard that some improvements had been made although a patient had received some out of date ear drops. The Committee adjourned the case again mainly because Mr Bates was in poor health and it was not clear whether he would recover sufficiently to resume work. But now there was no likelihood that he would.

Committee chairman Sir Carl Aarvold said: "We would be indeed very sorry to cloud the years that remain to Mr Bates by striking him off."

They would indeed postpone their decision but were to be told if Mr Bates ever considered practising again as a pharmacist.

An elusive apothecary

A surgeon apothecary who left a detailed journal of his work unfortunately failed to leave his name. Mr C.G. Drummond, in his Foundation lecture to the British Society for the History of Pharmacy said he was catching up with him. He thought he had him by the heels a year or two ago.

The apothecary had written a detailed case for a medical journal. It was in the name of George Balderstone, but when the original log book was consulted it was found that the book had been begun two weeks after the date of the communication to the medical journal. Despite careful search the mystery remained unsolved, though everything suggested Balderstone.

Mr Drummond in his paper "Surgeon-apothecaries in Edinburgh in the 17th and early 18th centuries" pointed out that there had been apothecaries from the time of the Stuart Kings. James II of Scotland (1431-60) had brought them with his court from France.

They were also mentioned as having attended, Mary, Queen of Scots, at her execution at Fotheringay. They were described as potingers or "pharmaciens".

James Borthwick, surgeon apothecary, was a man of considerable influence, a commissioner of the Central Parliament. Under his influence the Common Council decreed that: "The surgeons and apothecaries be erected in one community". With former privileges this was confirmed by Charles II and ratified by Parliament on August 22, 1670, as they were sometime after by letters of William and Mary in 1694.

James Borthwick, whose tombstone in Greyfriars churchyard describes him simply as "Pharmacopoeus", attended the Marchioness of Douglas in the last stages of her life. From a statement of account it was possible to learn something of his activities.

Borthwick was in frequent attendance from January 15, 1674, until the lady died about a week later.

Plasters, oils, enema, cordials, cordial powders, an hysteric and purging pill and a suppository, were all to no avail and an entry in the account in January 30 states:

One embowelling and one embalming with 3 charcloths, powders, balsams, lotions, oyles and sweet oyles for the coffin, etc £266/13s/4d. The total sum after the account was £467/14s/4d, but these were Scots pounds valued at only one twelfth of the English pound of the period.

Chemist & Druggist 6 April 1985

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Further information is available from Parke-Davis Research Laboratories, Mitchell House, Southampton Road, Eastleigh, Hampshire SO5 5RY. Telephone: (0703) 619791.

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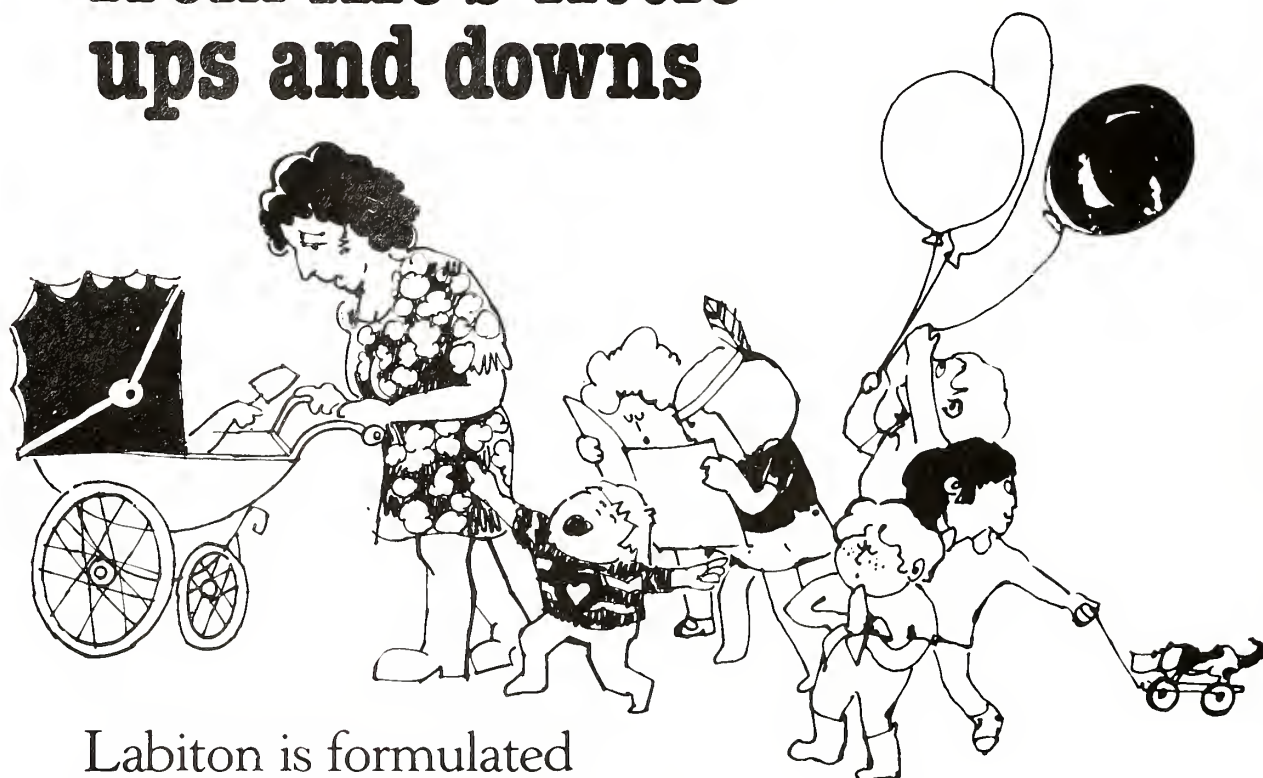
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Chemist & Druggist 6 April 1985

703

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Superman zaps the competition?

I am grateful to my 10 year old son for spotting the Superman look-alike in your edition of March 23. Your readers may be interested in the conversation that follows...

"Dad, since Superman is on their side Unichem are good guys, are they?"

WHAM!

"They're using Superman to freshen up a tired, old, story son."

"Why don't they use somebody more modern like the Six Million Dollar Man, Dad?"

"He's busy running the outfit, son." POW!

"Superman fights crime, Dad, so these dispensing doctors are breaking the law?"

"No, son, they are legally entitled to what they do. Unichem would like to transfer money from some rich doctors to some poor chemists — not a bad idea though really."

"In that case, Dad, why don't they use Robin Hood?"

"Well, there are a few things they don't like about Nottingham too." ZAP!

As a pharmacist I would certainly prefer that all dispensing was our exclusive responsibility. However, as a wholesaler one has certain responsibilities to supply pharmaceutical products to persons or businesses legally entitled to receive them. Naturally, all wholesalers need to take note of commercial requirements in pursuing this responsibility. Unichem feel that their commercial interests are best served by totally rejecting dispensing doctors among others, and vilifying competitors who do not share their views.

They have made a useful contribution by attempting to persuade Government etc about the wholesaler's "vital rôle" in distributing medicines to the patient.

However, they weaken the case if they insist that the pharmaceutical distribution service should be available only to patients who use sources they approve.

Unichem have always attempted to

create the impression that if all wholesalers (like themselves) refused to supply dispensing doctors, the latter would go out of business. Nothing could be further from the truth. If that were to happen, the manufacturers would merely supply them direct, probably at better prices than they get now — thereby encouraging them further to expand their activities.

Pharmaceutical companies are not going to spend money promoting their products to doctors who can't get hold of them. Alternatively, there are other sources ready to supply dispensing doctors — wholesalers who specialise in this business, and indeed retail pharmacists. Will members of the Society who indulge in this be "zapped" also?

Action by the DHSS is the only certain route to resolving the problem in the interests of pharmacy. Kenneth Clarke would be a more potent ally in this respect than Clark Kent. (I am grateful once more to my 10 year old for the identification).

David Wright

Managing director, Macarthy's Ltd

Prescribing error

My attention has been drawn to the letter from Mr K.C. Sims, press officer of the Dorset Local Pharmaceutical Committee, published in your December 8, 1984 issue, drawing attention to a "startling" difference between the average number of scripts per patient in cases where doctors dispense. The conclusion was that dispensing doctors write 50 per cent more prescriptions.

The information on which Mr Sims based his conclusions was supplied by my office and I very much regret to say that it was incorrect. We told him that the number of scripts issued by dispensing doctors was 742,770 when the number should have been 442,770. Working on correct figures, the prescribing frequency of dispensing doctors is not significantly different from that of prescribing doctors.

I should like to offer sincere apologies for the embarrassment this error has caused to the Dorset LPC and to Mr Sims in particular.

J.V. Knighton.

Administrator, Dorset Family Practitioners Committee.

Independent shrinkage

Almost everyone sooner or later "has a go" at Xrayser and one must suppose that this contributes to the success of his column. However, in his comment "Vestric — going for a song" it is assumed that it is mostly the independent wholesaler whose demise is imminent "as the inevitable end result of the capitalist system". What a dismal philosophy! Not even supported by the facts!

The shrinkage of wholesaler margins over the past few years has had the following principal results according to the "C&D Directory" —

In 1979 Vestric listed 40 distribution centres throughout the British Isles AAH have taken over 19. How's that for shrinkage!

Sangers in the same year listed 10 depots — Where are they now?

Barclays in 1979 listed 22 depots — Now they have two!

Mawdsley-Brooks listed one depot in 1979. Now we have two.

At least a dozen independent wholesalers of standing around the country have survived the economic blizzard and show no signs of folding.

The independent wholesaler specialises in efficient and friendly service not as Xrayser suggests about Unichem "efficient and impersonal perhaps".

What a pity that Xrayser appears not to be located within the delivery area of one of these generally excellent independent firms. he might learn a thing or three!

D. Mawdsley.

Chairman, Mawdsley-Brooks Ltd.

Pharmacist's pack & quantity endorsement	No. of days treatment NB: Ensure dose is stated	NP	✓	Writing Office use only
Ref. to file = Sheep-skin rug (amalgam) not supplied = ~~HP~~ Ultrasec ① CG				
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Methanol

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Ten ways for Government to help small businesses

The Government's report on reducing red tape for small businesses, just published, sets out ten areas for action.

Administrative and legislative burdens impose two costs on business, says small firms Minister David Trippier — management time "the small firm's most precious resource", and the associated financial cost.

"Each separate area of Government intervention may seem modest in its demands on business," says Mr Trippier. "But this report looks at the problem as a whole, and makes it clear the cumulative burden of regulation is a serious brake on enterprise and employment."

The report's main recommendations are:

- 1) PAYE should be on a non-cumulative basis, so it can be calculated on the same tables as employers' National Insurance contributions
- 2) More companies should be taken out of the VAT system, and bad debt relief be improved. Consideration should be given to allowing small businesses to make monthly payments.
- 3) Changes should be made to the Statutory Sick Pay scheme to allow for greater co-ordination with companies' existing payroll systems.
- 4) Planning controls should be simplified, with the idea of speeding-up decisions concerning small developments. It should be made easier to get permission for a change of use, with appropriate changes to the building regulations.
- 5) Employment protection law should be rolled-back, at least as far as unfair dismissal qualification and wages councils are concerned. Measures to set this in motion were announced in the Chancellor's recent Budget.
- 6) Health and safety, including fire prevention requirements, should be "simplified and rationalised".
- 7) Company law should be simplified to reduce the amount of information required in company accounts and balance sheets.

SUPPORT FOR BUSINESS

INNOVATION
INVESTMENT

Department of Trade and Industry

The Government has also simplified its package of aid schemes for small businesses

- 8) In consumer protection, a general statutory duty on product safety should be introduced. Simpler consumer credit is needed.
- 9) Government departments should pay more attention to the compliance cost of regulations they impose on small businesses. This would be monitored by a special task force, perhaps in Lord Young's Enterprise Unit. It is hoped the European Economic Commission can also be made more aware of regulatory burdens.

The Enterprise unit will be responsible for turning the report into concrete action. It is hoped their proposals will be ready for the Summer.

☐ A White Paper on rate reform is to be published before the end of this year. One of the problems it will tackle is business rates, and the "taxation without representation" they represent.

Unichem share out £25m

Unichem's retained profits for 1984 were £2.7m, allowing for the distribution of £25.2m to members.

Final figures for group turnover show an increase of 10.3 per cent to £370.9m. The members' distribution figure is 8.6 per cent higher than the previous year's.

Managing director Peter Dodd points out that 1984 was a difficult year for wholesalers and describes the results as "better than we expected".

☐ Unichem has just launched *Pharmacy Today*, a quarterly magazine for independent chemists.

CTPA's £500 to fight fakes

The Cosmetic, Toiletry and Perfumery Association has made a donation of £500 to the Anti-Counterfeiting Group.

The money is to go towards the ACG's efforts to reform present UK law and create a specific criminal offence for counterfeiting goods.

At present, counterfeiting charges are almost invariably made under the Trade Descriptions Act, where penalties are not severe.

It is this that the ACG would like to see tackled by Parliament. A Bill has been drafted and it is hoped it will be taken-up by the Government or adopted as a Private Members Bill.

This action has the full support of the CTPA.

Retail prices index up 8pc

The Department of Employment retail prices index for all items reached 362.7 in February (January 1974 = 100). This represents an increase of 0.8 per cent on January (359.8), and an increase of 5.4 per cent on February 1984 (344.0).

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Continued opposition to change in Sunday shopping laws

The Home Office has received some 528 letters on Sunday trading since the Auld Report was published last November. Two out of three oppose the report's recommendation that all restrictions be lifted.

But the Government still plans a debate on the subject as soon as possible after Easter, and is widely expected to legislate for a "free-for-all".

No significant conclusion could be drawn from the proportion of "anti" correspondence, Home Secretary Leon Brittan told the Commons last week. Both Mr Brittan and Prime Minister Margaret Thatcher are said to favour seven-day shopping.

Mr Brittan pointed out to the House that the Auld Committee had rejected the idea of partial changes in the law. The

Government was therefore faced with either retaining the status quo, or going for radical change.

There was some doubt from Tory backbenchers at the Home Secretary's announcement. Hugh Dykes said the public was concerned complete liberalisation would destroy the traditional British Sunday. Robert Rhodes James agreed, saying such a move would be "strongly and totally opposed".

Dennis Skinner, Labour MP for Bolsover, warned the Government of opposition from the Church and shopworkers' union USDAW.

A Sunday trading survey conducted by the Association of Independent Retailers shows 83.4 per cent of all small shopkeepers against deregulation.

On late night trading during the week, only 11 per cent of AIR's 70,000 members

wanted any change in the current law, which allows for opening until 8.00pm every night, plus one night open until 9.00pm. Half of these saw no point in remaining open after 10.00pm.

Some 60 per cent of respondents said Sundays should stay as they are, with 21.6 per cent wanting Sunday trading for small shops only, and 11.9 per cent saying all restrictions should be lifted. Chemists were among those most resistant to change.

Nearly 70 per cent of AIR's members thought public transport would be inadequate to deal with Sunday trading, while 55 per cent thought its introduction would harm the community.

No less than 91 per cent of small traders said they thought the Government will take no account of their views, and will press ahead with abolishing restrictions.

"I hope the Government will have second thoughts" says AIR's Bill Banning. "Sunday trading will lead to closures in the independent sector, and can only benefit the multiples".

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Investment hit by list already?

The Government's limited list may already be reducing capital investment in the pharmaceutical industry.

The Chemical Industries Association's annual survey on fixed capital expenditure says some investment programmes have been cut because of "concern about legislation affecting the pharmaceutical sector."

For the chemical industry as a whole, the survey predicts capital spending, excluding research and development, will rise by 30 per cent this year to top £1,400m. Spending for 1985-87 will be about £4.2bn — 33 per cent up on the last three years.

The Association says the upturn "reflects better trading conditions, in particular increased home and especially



Russel Ainsworth, MPS, of South Queensferry is the winner of Unichem and Chesebrough Ponds' Autumn Vaseline promotion. He was presented with a video cassette recorder by Unichem's Brian Heron (left) and Cliff Bull of Chesebrough Ponds

export demand, plus increased cash flow and profitability."

But the survey, based on 46 companies, says there will be a significant decline in investment in 1987 due to "caution about medium and long term prospects for both the British and world economies."

Insolvency defeat

The Government's Insolvency Bill has met a second defeat in the Lords.

Peers voted 85-84 for an amendment to the Bill allowing directors involved in company insolvencies to escape disqualification from serving on other boards if they can show they took all reasonable precautions to minimise losses to creditors. The Lords had already amended the clause to prevent automatic disqualification.

More out-of-town developments

Chemists and other small High Street traders may lose out as sales switch to out-of-town sites, according to a Key Note report.

The report says that, as High Street rents rise, edge-of-town developments from the larger multiples will grow. Tesco and Marks & Spencer announced plans last year to jointly develop six sites, probably in the South East.

Key Note think these developments could drain custom from the High Street — particularly serious for businesses like newsagents which rely on passing trade.

Dispensing chemists will always have a place on the High Street, says the report, but overall the small independent is losing non-dispensing business to department

stores, drug stores and Boots.

This decline is part of a general trend in favour of the larger multiples which now account for almost half of outlets — more than double the figure in 1980, Key Note say.

The report gives the chemist's share of High Street trading in 1982-83 as 5.9 per cent, compared with 38.6 per cent for food retailers, 31.8 for department stores and 7.1 per cent for newsagents.

The report says retail sales between 1980 and 1984 grew by 14 per cent and concludes "there can be no worries about the stability of the retail industry as a whole." *High Street Trading, Key Note Publications Ltd, 28 Banner Street, London EC1Y 8QE.*

Allens Chemists, a Sheffield-based chain now 70 shops strong, have broken the £1m profits barrier for the first time. The pre-tax figure for the 12 months to January 31, was £1.136m — £272,000 higher than the previous year.

Astec Pharmaceuticals have opened a northern area office at 36 Mowberry Square, Harrogate, North Yorks HG1 5AU (tel 0423 525575).

Fabtan products are now distributed by *Price Check Toiletries, Royal London Industrial Estate, Fieldhouse Way, Off Petre Street, Sheffield (tel 0742 431 828).*

Booker McConnell have asked us to point out that Kingswood Chemists are part of Booker Pharmaceuticals, not part of their health products division.

Go golfing with Wella

Wella, and sports goods manufacturers Wilson, are sponsoring a national Golf tournament.

The Wella Golf Tournament is open to owners and full-time employees of retail or wholesale customers of Wella.

It is being run on a regional basis with match days in Northern Ireland, Scotland, the North, the Midlands, the South West and the Home Counties. Each regional day will be limited to 60 entries (fee £15 which includes green fees, lunch and afternoon tea) with the four leading scores proceeding to the finals weekend in September.

Entries from players with an official handicap must be received by May 13 and forms can be obtained from Wella salesmen or direct from *Wella Great Britain, Wella Road, Basingstoke, Hants.*

Wednesday, April 10

Dumfries and Galloway Branch, Pharmaceutical Society. General meeting and dinner.

North Nottinghamshire Branch, National Pharmaceutical Association. Rufford Arms, Chesterfield Road, Mansfield, at 7.30pm. Presentation by Bencard "Pharmacy and the future". Buffet with wine.

Thursday, April 11

Thames Valley Pharmacists' Association. postgraduate medical centre, Kingston Hospital, Galsworthy Road, Kingston-upon-Thames, at 8pm. Annual meeting followed by Mr Montague Moss, on "125 years of Moss Bros."

Advance information

National Association of Women Pharmacists. Rolle College, Exmouth, April 12-14. Weekend School. Topics include skin disorders, drug interactions, central nervous system and legislation. Course fee £60. Details from postgraduate courses secretary, Mrs M. Burgess, School of Pharmacy & Pharmacology, University of Bath, Claverton Down, Bath BA2 7AY.

Macarthy's. Holiday Inn. Lower Castle Street, Bristol, April 14 at 12 noon - 6pm. Trade show "Western pharmacy fair." Fifty manufacturers expected to exhibit. Open to all Macarthy's customers.

Portadown, Lurgan and Armagh Branch, Pharmaceutical Society of Northern Ireland. Bannville House Hotel, Banbridge, April 15, at 7.30pm. Annual meeting and dinner.

Agricultural and Veterinary Pharmacists Group. Pharmaceutical Society, management centre, Aston University, on April 17. Annual meeting held in association with the first residential period of the diploma course. Full details will be circulated before the event.

Industrial Pharmacists Pharmaceutical Society Group. April 18, 11am, Society's headquarters. Annual meeting followed by group meeting. "Exposure of process workers to toxic substances," at 2.30pm. Registration fee (inc lunch and tea) £10 members, £20 non-members. Applications from E. Marshall, Pharmaceutical Society, 1 Lambeth High Street, London SE1 7JN.

Guild of Hospital Pharmacists. University College, Swansea, April 19-21. Weekend school, "Pharmacy in a technological age". Considers some of the developments in pharmacy and medicine which will affect the future practice of pharmacy. Fees are £55 for members, £65 for non-members. Details from DR M. G. Lee, pharmaceutical unit, St Mary's Hospital, Penarth, South Glamorgan CF6 1QX (tel 0222 707232).

Sunderland Polytechnic's Faculty of Pharmaceutical Sciences. Sunderland Polytechnic, library lecture theatre, Chester Road, on April 29, at 8pm. Measles vaccination meeting with speaker, Dr C. L. Miller, senior epidemiologist, Colindale Public Health Laboratory, who has been involved with trials of measles vaccines over the last 20 years.

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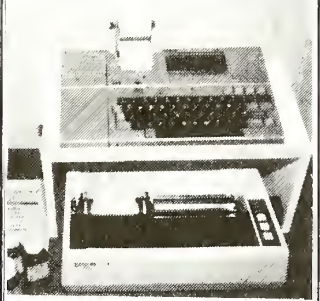
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BOX C&D 3104

Appointments made at C&D

Steven Titmarsh has been appointed Technical Editor of *Chemist & Druggist*. Penny Farmer and Robert Darracott have been made Editorial Assistants.

Steve joined *C&D* two and a half years ago after working for two years in hospital pharmacies in Hastings and London. He graduated from Bath University in 1980.

Penny joined the magazine after working on a local newspaper in North London for a year. An English graduate of Lancaster University, she has completed a post-graduate journalism course at the City University in London.

Rob came to *C&D* after three years in hospital pharmacy spent in Nottingham and Norwich. A graduate of Nottingham University, Rob brings *C&D*'s complement of pharmacists on the editorial team to five.

There are other changes on the *C&D* masthead: Christopher Leonard-Morgan has taken over from the managing director of Benn Publications, James Lear, as publishing director and Jack Parker is now art editor.

Society's new assistant PRO

Gayle Walker started work on Monday as the Pharmaceutical Society's assistant public relations officer.

She qualified as a pharmacist in 1978 after graduating from the University of Aston in Birmingham and a pre-registration training in Central Birmingham Health District. She worked at the London Hospital before going to South Africa where she was employed in hospital pharmacy in Johannesburg and Cape Town before taking up posts with E. Merck and Bayer.

On returning to England last year she became a member of the editorial staff of *Pulse*, the doctor's newspaper.

Johnson & Johnson: Bruce Collings becomes divisional manager of the company's dental operation. He is succeeded as sales and marketing manager by Dr Tim Coombs.



Sixty years on

Sixty years ago Mrs Peggie Hamlet qualified as a pharmacist. Last week her local branch in Guernsey helped her celebrate and she appeared on local radio.

Mrs Hamlet registered on April 8, 1925, after completing her training in Edinburgh.

For most of the next 50 years she and her husband ran their own pharmacy at Woodford Bridge in Essex. In all that time, apart from annual holidays Mrs Hamlet had only three days off, and that was to give birth to her daughter!

It had always been Mrs Hamlet's intention to retire to Guernsey along with her husband. Sadly, her husband passed away before that time came. After that Mrs Hamlet disposed of the Essex business and moved to Guernsey, some nine years ago.

She was given the opportunity of working part time by Lloyds (Chemists)

Mrs Peggie Hamlet, who celebrates 60 years on the Register this week, was presented with an apothecary jar by pharmacists (left to right) Tony Weaver, managing director of Lloyds (Chemists), Barrie Paige and David Redhead

and now does three half days a week for them. A reporter from the local radio in Guernsey asked Mrs Hamlet when she intended to retire, she said: "When Mr Weaver throws me out."

"Having worked so long it comes very hard to drop it," Mrs Hamlet told *C&D*. "People say you will find things to do but you don't have time for hobbies when you're in business."

The Guernsey branch of the Pharmaceutical Society held a special dinner in Mrs Hamlet's honour last week.

And it would appear that Mrs Hamlet's popularity goes much further than that: Mr Barrie Paige, pharmacist at Lloyds' branch in The Pollet, told *C&D* that the young people who meet her always say: "She's everybody's favourite granny."

Joint MD of PIF retires

Mr Denis Rumley Shaw, MPS, has retired as joint managing director of Nottingham-based wholesalers PIF Pharmaceuticals, after 22 years with the company.

Mr Shaw can in fact claim a much longer association with the company. For the period 1932-36 he served as an apprentice at Wilson's Pharmacy in Nottingham in whose premises PIF Pharmaceuticals (then trading as Potts' Infants' Friend Ltd) had its first warehouse.

Mr C. G. House continues as chairman and managing director.

Boots' top man

The Boots Company has a new chairman. Mr Robert Gunn, vice-chairman and chief executive, is succeeding Dr Peter Main who is retiring.

Mr Gunn, 59, will continue as chief executive. He joined Boots' retail buying

office in 1951 from Oxford University where he took a degree in History.

After becoming head of warehousing and distribution and later director of property, he was elected to the group board in 1978. He became managing director of the industrial division in 1980 and vice-chairman and chief executive a year later.

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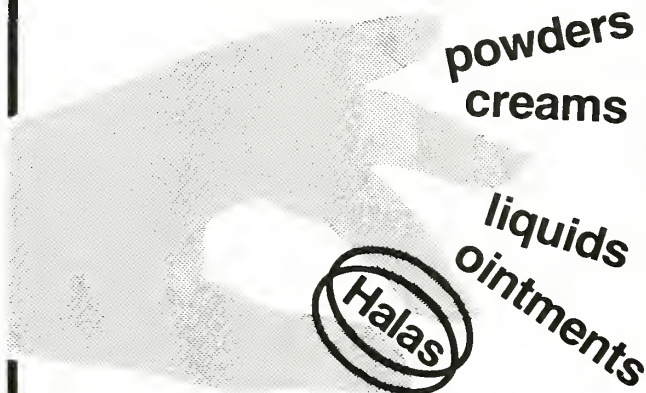
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"When I get a cold sore
all I want to do
is hide my face"



Last year, 15,000,000 attacks of cold sores were suffered. 500,000¹ of them were so severe, or so embarrassing, that patients sought treatment from their doctor.

Now, there is Zovirax Cream, an important achievement of Wellcome antiviral research.

Fiddian *et al.*² found that treatment with Zovirax Cream achieved impressive results.

When treatment was begun before lesions developed, 42% of lesions were suppressed, compared to only 11% with placebo ($P=0.04$).

For the best results, treatment with Zovirax Cream should begin as soon as possible during an attack, preferably during the prodrome, so that the

"... proportion of lesions effectively aborting may be increased to a third or more."²

With early treatment, the cold sores may not show their face.

¹Data on file

²Fiddian, A.P. *et al.* (1983), *British Medical Journal*, 286, 1699

At the first sign of a cold sore

ZOVIRAX CREAM

ACYCLOVIR

Prescribing Information: Zovirax Cream

Presentation
Acyclovir 5% w/w in a white aqueous cream base.

Uses
Treatment of herpes simplex infections of the skin including initial and recurrent genital herpes and herpes labialis.

Dosage and Administration
Zovirax Cream is applied five times daily at approximately four-hourly intervals. Treatment should be continued for

5 days. If healing is not complete, treatment may be continued for a further 5 days. Therapy should begin as early as possible after the start of an infection, preferably during the prodromal period.

Contra-indications
Patients known to be hypersensitive to acyclovir or propylene glycol.

Warnings and adverse effects
Transient burning or stinging following application may

occur. Erythema or mild drying and flaking of the skin have been reported in a small proportion of patients.

Basic NHS cost
2g tube £4.86 10g tube £14.66

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POM

Further information is available on request.

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The Wellcome Foundation Ltd, Crewe, Cheshire

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